PASSENGER EXPERIENCE AND THEIR IMPLICATIONS FOR AIRPORT RETAIL ENVIRONMENT DESIGN

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Abstract

The retail industry is an important contributor to a country's economic wealth with shopping and consumerism having developed into a central and important part of our modern way of life. As the global retail industry has developed, so too has the airport retail market, with airport retailing being identified as one of the fastest growing retail markets. This growth has seen the retail environment become an important area where passengers can spend their free airport time. However, there is a limited understanding of how passengers use these retail environments, as the current airport literature focuses on passenger purchasing and how this expenditure can be increased. This focus ignores passengers' retail experiences.

To address this gap, the main research question of this thesis is: 'How do passengers use the retail environments of airports?' To answer this question, two field studies were completed at three Australian international airport departure terminals. Data collection methods included observations of passengers' complete retail experiences, and pre and post experience interviews. This methodological approach represents a significant contribution of this research, and allowed for a new and deeper understanding of how passengers actually experience airport retail environments to be developed.

Four significant and tangible outcomes where developed through the use of this methodological approach: (i) the categorisation of the full range of retail activities and interactions passengers actually undertake, (ii) a new understanding of how passengers use and experience their airport discretionary time, (iii) two new passenger market segments, and (iv) two passenger retail experience tools, with these identifying the broad range of airport-specific factors which influence passengers landside and airside retail experiences. Further significance is provided through a discussion of how all these outcomes and the new knowledge generated can be applied to airport planning and design. It is envisaged that the practical application of this new knowledge to the design of airport retail environments and the terminal areas they sit in will, in turn, improve passenger retail experiences, and lead to further growth of the airport retail market.

Table of Contents

Statement of Original Authorship

The work contained in this thesis has not been previously submitted to meet requirements for an award at this or any other higher education institution. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made.

QUT Verified Signature

Signature:

Date: 10/06/2014

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Chapter 1: Introduction

This research investigates the full range of activities and interactions that passengers undertake during their experiences in the retail environments of international airport departure terminals. This first chapter begins by describing the role that the retail environment plays in airports, highlighting the importance of understanding the experiences passengers have in the retail environment, and establishing the current gaps in the knowledge and understanding of passenger retail experiences (Section 1.1). The research question and sub-questions which have been used to address the identified gaps are then explained (Section 1.2). This is followed by a brief description of the methodology used to answer these questions (Section 1.3) and the aims of the research (Section1.4). The contribution to knowledge provided by this thesis (Section 1.5) is then outlined, which includes an original and significant methodological approach and the development of four significant outcomes which can be applied to airport planning and design to improve passenger retail and airport experiences. Finally, this chapter outlines the structure of the thesis and its subsequent chapters. Finally, this chapter outlines the structure of the thesis and its subsequent chapters.

1.1 BACKGROUND

The retail industry is a significant contributor to a country's economic wealth, with the retail concept developing into a truly powerful and important economic factor during this last century (Kent & Omar, 2003). This economic significance is highlighted in Australia, with the retail industry contributing $234.4 billion to the nation's GDP during 2009 (Australian Bureau of Statistics, 2010). While retail is considered to be the paramount means of facilitating the distribution of products and services, it needs to be considered not only as an economic factor but as a significant social and cultural influence, with shopping and consumerism developing into a central and important part of our modern way of life. Retail transactions today are no longer limited to the purchase of purely functional goods and services, but include purchases which reflect consumers' standards of living and their desire for personal expression (Dawson, Findlay, & Sparks, 2008); indeed, shopping is often used as a form of relaxation and entertainment (Dholakia, 1999).

In the airport industry, the number and variety of retail businesses has substantially increased over the past three decades, with this growth occurring particularly in international departure terminals (Rowley & Slack, 1999). This increase has allowed the retail environment to grow to become not only an important physical space in terminal buildings, but also a central contributor to the economic survival of airports (Crawford & Melewar, 2003; Freathy & O'Connell, 1998; Graham, 2009). In the airport industry today, retail revenue is estimated to account for approximately half of all income generated (Graham, 2009).

Airports are one of the most complex systems in modern society (Kazda & Caves, 2007; Kraal, Popovic, & Kirk, 2009). The main objective of an airport is to bring together people, processes, technology, government agencies, private companies, spaces, artefacts, and information to allow flights to leave and arrive on schedule. Most current passenger airport experience research focuses on how long it takes passengers to complete activities which allow them to board their flight (processing activities), and on how these activities affect their airport experiences (Consumer Protection Group, 2009; Department for Transport, 2007; Myant & Abraham, 2009). However, processing activities are only one type of activity that passengers undertake in airport terminals; they also complete non-processing or discretionary activities. Research completed by Kirk (2013) shows that, on average, passengers spend over 60% of their time in an airport terminal as discretionary time. The retail environment is an important location where passengers can choose to spend this discretionary or free time (Rowley & Slack, 1999).

The limited amount of research on passenger retail experiences to date focuses on four main factors which are argued to be unique to the airport retail market: (i) time availability, (ii) market segmentation, (iii) merchandising mix, and (iv) luggage restrictions. These four factors are investigated from the perspective of how passengers' purchases and the amount of money spent can be influenced and increased (Adey, 2008; Bowes, 2002; Crawford & Melewar, 2003; Freathy & O'Connell, 2000; Geuens, Vantomme, & Berngman, 2004; Kent & Omar, 2003). However, this narrow focus does not address the actual retail experiences had by passengers, or the full range of activities and interactions undertaken during these experiences.

When a consumer enters a retail location, they will always have an experience of some kind. This experience may be good, bad or indifferent, irrespective of whether they ultimately make a purchase (Berry, Carbone, & Haeckel, 2002). However, positive retail experiences are identified as an important tool which can be used to motivate and increase consumer spending (Berry, et al., 2002; Jenkin, 2007; Pine & Gilmore, 1999) and should, therefore, be considered as an important tool in converting passengers into purchasing consumers. For this reason, investigating and understanding what passengers actually do in airport retail environments, and the experiences they have in these environments, are of particular importance to airport management and retail operators as they determine the profitability of airport terminals.

Dewey (2005, p. 37) defines an experience as an occurrence which 'runs its course to fulfilment . . . a game that is played through . . . a situation . . . [that] is so rounded out that its close is a consummation not a cessation'. Therefore, a passenger's airport experience should be considered as a whole, from their entering the airport terminal until boarding their flight, with their retail experience occurring within this whole airport experience. Because passengers can interact with and use their purchases in non-retail locations, passengers can have retail experiences in both the retail environment *per se* and in non-retail locations within the airport terminal; in other words, to be able to truly understand passengers' retail experiences, they need to be investigated within the whole context of passengers' airport experiences.

By focussing on purchases, current literature does not address passengers' actual airport retail experiences. This limited view and subsequent understanding, is considered as a critical obstacle to the development and growth of the airport retail market (Bowes, 2002; Castillo-Manzano, 2009; Graham, Papatheodorou, & Forsyth, 2008). This project aims to investigate passengers' complete retail experiences by documenting the full range of activities and interactions undertaken in the airport retail environment, and the way in which these activities and interactions are influenced by and interact with passengers' whole airport experiences.

1.2 RESEARCH QUESTIONS

The current literature on passenger experience in the retail environment focuses on passengers' purchases, and identifies a select range of airport-specific factors

which are argued to influence these purchases. However, purchasing is only one activity that a passenger can undertake in the retail environment; thus, there is currently a lack of knowledge about passengers' complete experience in the retail airport environment. The main research question is, therefore:

- What do passengers do in airport retail environments?

In order to further understand passengers' retail experiences, the two sub-questions focus on the full range of activities and interactions that passengers experience in an airport retail environment and which are currently not addressed in the related research. The two sub-questions are:

- What activities do passengers engage in within airport retail environments?
- What do passengers interact with in airport retail environments?

These research questions address the gap in the current knowledge of passenger retail experience by investigating: passengers' complete retail experiences within the airport context; how passengers' whole airport experience influences these retail experiences; how the latter can be improved; and consequently, how airport retail revenue can be optimised. The lack of this holistic knowledge and understanding has been identified as a significant barrier to the future growth and optimisation of airport retail revenue (Bowes, 2002; Castillo-Manzano, 2009; Graham, et al., 2008).

1.3 METHODOLOGY

Two field studies were conducted in this research project. The methodology used in these to investigate the research questions included observations and retrospective, pre-experience and post-experience interviews - a combination which is referred to as 'augmented observation'(Denzin & Lincoln, 2000; Harrison, Unpublished Thesis; Sommer & Sommer, 1997). Field Study One was conducted at three international departure terminals and included observations and retrospective interviews with sixty passengers (Section 5.3). Observations were captured by video recording passengers' complete airport experiences (from entering the airport terminal until boarding their flight). This ensured that all activities and interactions undertaken within all available airport retail locations were captured, and also

allowed for the investigation of how these activities and interactions were influenced by passengers' experiences during their time in the remainder of the airport terminal or non-retail locations. These observations were then followed by retrospective interviews with the observed passengers to allow for a deeper understanding of the context in which their activities and interactions took place. Field Study Two was completed at one international departure terminal and involved pre and post-experience interviews with thirty passengers. Pre-experience interviews were conducted to allow for information to be gathered on the retail experiences passengers expected to have within the airport terminal. Post-experience interviews were conducted with the same passengers to determine how and why passengers' retail experiences differed from their actual retail experiences.

The departure retail experience was chosen as the focus for this research for three reasons. First, passengers have more discretionary time and, therefore, more opportunity to undertake retail activities and interactions during their departure experience than during their arrivals experience. Second, the arrivals area contains far fewer retail opportunities for passengers as only one retail outlet (duty free) is provided in the arrivals area. Finally, observations of passenger retail experiences in international arrivals would be hindered, as most of this area is a government controlled customs area with videorecording restrictions. These three factors mean that notably less data could be collected during the arrivals phase than the departure phase (as outlined in Section 4.2.3).

1.4 RESEARCH AIMS

This research project has three aims: First, to understand and document the full range of activities and interactions which passengers undertake during their actual airport experience, in retail locations, retail-related areas, and in non-retail locations; second, to provide new knowledge of how passengers actually use and interact with retail environments; and third, to understand how passengers' retail experiences are influenced by their airport experiences. Through the integration of these three aims, a novel understanding of passengers' retail experiences in the airport context is developed.

1.5 CONTRIBUTION TO KNOWLEDGE

This research provides five important contributions, the first of which is a significant methodological contribution to the consumer retail experiences field. The use of observations augmented with interviews (Chapter 4 and Sections 5.3 and 7.1) is demonstrated to be a robust technique, providing a deep understanding of what passengers actually do during their airport retail experiences. Observations of passengers' retail experiences during their complete airport experiences allowed for the identification of the full range of retail activities and interactions which passengers undertake during their airport experiences. Interviews with passengers before and after their retail experiences facilitated an understanding of the airport-specific factors which influence these retail activities and interactions. This methodological approach resulted in findings which show that passengers' retail experiences are not limited to the retail environment. Passengers are also able to undertake retail experiences in non-retail locations such as their departure gate (Section 5.1), with passengers' retail experiences being influenced by how they use and interact with non-retail locations in the airport terminal. By investigating what passengers actually do in the retail environment of airports (addressing the main research question), the full range of retail activities and interactions passengers undertake (addressing the sub-research questions), and the way in which these activities and interactions are influenced by and interact with the airport context, a deeper and more complete understanding of passengers' retail airport experiences is provided.

Through analysis of the observation and interview data, coding heuristics were developed (Sections 4.5, 5.4 and 7.2). These coding heuristics are also a significant methodological contribution of this research project as they are applicable to the investigation of consumer retail activities and interactions in a wide variety of contexts.

The new knowledge and understanding of passengers airport retail experiences provided by this research has been developed into four demonstrable outcomes: (i) a categorisation of passenger retail activities and interactions, (ii) a new understanding of how passengers use their free time in the airport terminal, (iii) two new passenger market segments, and (iv) two passenger retail experience models. All four of these outcomes provide new knowledge and a deeper understanding of passengers' airport

retail experiences. Current airport retail literature defines 'passenger retail experiences' as the purchases passengers make and the money they spend, and focuses on how these can be increased (Chapter 2). The first outcome of this research, the categorisation of passengers' retail activities and interactions (Section 5.5.1), however, demonstrates that passengers' retail experiences are made up of a much broader range of activities and interactions than simply their purchases and the money they spend. Indeed, it was shown that passengers participated in thirty-six different types of activities and interactions which were grouped into nine categories. While purchasing was identified as one of the retail activity categories in the categorisation, an additional eight new categories of retail activities and interactions that passengers can experience in the retail environment were also identified. The categorisation of passenger retail activities and interactions, therefore, significantly contributes to the current understanding of passenger activity in airport retail environments. Furthermore, the categorisation identifies the retail and non-retail locations in the airport terminal where passengers can undertake retail activities and interactions.

The second outcome of this research is a new understanding of how passengers experience and use their free or discretionary time in an international departure terminal, with this being when passengers undertake the majority of their retail experiences. Whilst in the airport terminal, passengers experience three periods of discretionary time (Section 2.1). The findings from this research shows that passengers experiences these three time periods differently, meaning that the retail experiences passengers seek during these periods are also very different (Sections 6.1.3, 8.2 and 8.3). This outcome provides a significant contribution to the understanding of passengers' actual retail experiences as current airport retail literature does not distinguish between these three discretionary periods. This new understanding can allow airports and their retailers to provide retail experiences which match the differing needs and wants of passengers during these three separate discretionary periods.

The third outcome of this research is two new passenger market segments: (i) passengers with wavers and (ii) passengers without wavers (Section 6.1.2, 8.2 and 8.3). Both of these market segments are currently not identified within airport retail literature (Freathy & O'Connell, 2000; Geuens, et al., 2004). These two new market

segments provide airports and their retailers with a new understanding of passenger's retail needs and wants in relation to the airport retail environment they are likely to enter and use.

The fourth and final outcome of this research are the two passenger retail experience models which outline the complete range of airport-specific factors which influence the retail activities and interactions passengers undertake during their airport experiences (Chapter 8). These two passenger retail experience models provide a significant contribution to knowledge through the identification of twelve airport-specific factors which influence passengers' retail experiences in the two separate retail environments contained in the international departure terminal – and, therefore, the purchases they make and money they spend. Both models show that, although passengers' purchases influence their retail experiences, their retail experiences cannot be defined by purchases alone. The passenger experience models are a significant outcome of this research as they provide new knowledge on the full range of airport-specific factors which influence passengers' retail experiences and, in turn, a deeper understanding of these experiences.

Further significance is provided by these four important outcomes through the identification of how these, and the new knowledge and understanding of passengers' retail experiences they provide, can be applied to airport planning and design to improve passengers' retail and airport experiences (Section 8.2, 8.3 and 9.3).

1.6 THESIS STRUCTURE

Chapters 2 and 3 review the literature relevant to the research questions defined in Section 1.2. Chapter 2 outlines the current understanding of passenger retail experiences in the airport context. The focus of this literature is shown to be primarily on the purchases passengers make, their motivations for these purchases, the amount of money they spend, and the influence of airport-specific factors on this retail behaviour.

Chapter 3 outlines the current methods used to investigate consumer retail experiences in both airport and non-airport retail markets. This chapter shows that observations are considered to be the most appropriate method for investigating and understanding what consumers actually do in retail locations. Furthermore,

interviews are identified as an effective way to understand the factors which influence consumers' retail activities and interactions.

Chapter 4 outlines the research methodology for the two field studies in this research. The implications of using these methods for investigating passengers' retail experiences are discussed. The tools used to analyse the data collected in the two field studies, and the implications of their use, are also discussed.

Chapter 5 describes the specific methods used for, and results from, Field Study One. This study investigated what passengers actually do during their overall airport retail experiences, and identified the actual retail activities and interactions which constitute these experiences.

Chapter 6 discusses how the results from Field Study One answer the main research question: 'What do passengers do in airport retail environments?' The findings outlined in this chapter show that passengers' retail experiences cannot be separated from their use and experience of the airport terminal. Three airport-specific factors which influence passengers' retail activities and interactions are illustrated, thus providing a deeper understanding of what passengers do in the retail environment.

Chapter 7 describes the specific methods used in, and the results of, Field Study Two. This study investigated passengers' retail expectations and plans, and showed how and why these differed from their actual retail experiences. A discussion of the results of Field Study Two provides a deeper understanding of the factors which influence passenger activity in the airport retail environment.

Chapter 8 integrates the findings from both field studies and discusses these combined findings in relation to the literature. The chapter then presents the two passenger experience models which allow airports and retail operators to better understand how passengers experience the landside and airside retail environments, and the factors which influence their retail experiences. The models also identify how airport retail environments and the terminal areas they sit in can be designed to improve passengers' retail and overall airport experiences, and potentially increase the generation of retail revenue.

Chapter 9 demonstrates the significant contribution that this research makes to the current understanding of passenger retail experiences. The new knowledge

generated through the use of a novel methodological approach is outlined, as are its four significant outcomes. These four outcomes include: (i) the categorisation of the complete range of retail activities and interactions passengers can undertake in the airport terminal, (ii) a new understanding of how passengers use their free time in the airport terminal, (iii) two new passenger market segments currently not identified by airport retail literature, and (iv) two passenger retail experience models. The application of these four outcomes to airport planning and design is then outlined. The chapter concludes by positing with the limitations of the research and possible future research directions.

1.7 SUMMARY

This chapter has outlined the gap in the current knowledge and understanding of passenger airport retail experiences which was used to develop the main research question and sub-questions. This was followed by a brief description of the methods used to address these questions and the significant research contribution and outcomes. Finally, this chapter has outlined the contents of subsequent chapters and the thesis structure as a whole.

Through a review of the relevant literature, Chapter 2 now identifies and explores the gap in the knowledge of how passengers use airport retail environments.

Chapter 2: Passenger Retail Experiences

This chapter reviews the current literature on passenger experiences in the airport retail context, focussing on the retail environments of international departure terminals. Since being introduced in the 1940s, the physical presence and financial importance of the retail environment within the airport industry has substantially increased (Freathy & O'Connell, 1999; Newman & Lloyd-Jones, 1999; Omar, 2001). The airport retail market is now considered to be a distinct market, different from non-airport retail markets (such as shopping centres or high street shopping) as it contains a wide variety of traditional shopping outlets as well as specific airport and travel-related outlets.

The literature argues that, if airport retail is considered as a distinct market, then the retail activities and interactions of airport users and passengers must be influenced by airport-specific factors and experiences (Geuens, et al., 2004). Four main airport-specific factors are identified by the current airport retail literature, including: (i) time (ii) market segmentation, (iii) merchandising mix, and (iv) luggage restrictions. These four factors focus on passengers' purchases and how these are influenced by the airport environment. However, purchasing constitutes only a small proportion of passengers' actual retail experiences, meaning that current airport retail literature does not address passengers' complete airport retail experiences. To improve passenger experiences and as a result positively influence their purchasing decisions and allow for optimal retail growth, airports must first understand how passengers use the retail environment and the many experiences they have there, not just their purchases (Castillo-Manzano, 2009; Graham, et al., 2008).

2.1 THE AIRPORT RETAIL ENVIRONMENT

Airports are complex systems which bring together people, processes, technology, government agencies, private companies, space, artefacts and information (Adey, 2008; Popovic, Kraal, & Kirk, 2009). The main objective of an airport is to bring together all of these factors in the most efficient manner, thus allowing flights to leave on schedule.

While in the airport terminal, passengers undertake two categories of activities: (i) processing activities and (ii) discretionary activities. Processing activities include any activity a passenger needs to complete to allow them to board their flight (Kirk, Popovic, Kraal, & Livingstone, 2012). Within Australian international airport terminals, passengers undertake these processing activities in four domains: (i) Check-in, (ii) Security, (iii) Customs and (iv) Boarding (Figure 2.1). Processing activities are considered to be the main activities that passengers undertake in the airport, with current airport research focussing on understanding and improving these activities (Consumer Protection Group, 2009; Department for Transport, 2007; Myant & Abraham, 2009). However, research by Kirk (2013) shows that, on average, passengers actually spend only 36% of their overall time within the airport terminal (airport dwell time) undertaking these processing activities. The remaining 64% of airport dwell time is spent undertaking non-processing or discretionary activities. This means that most current airport research focuses on understanding and improving only a small fraction of passengers' overall airport experiences.

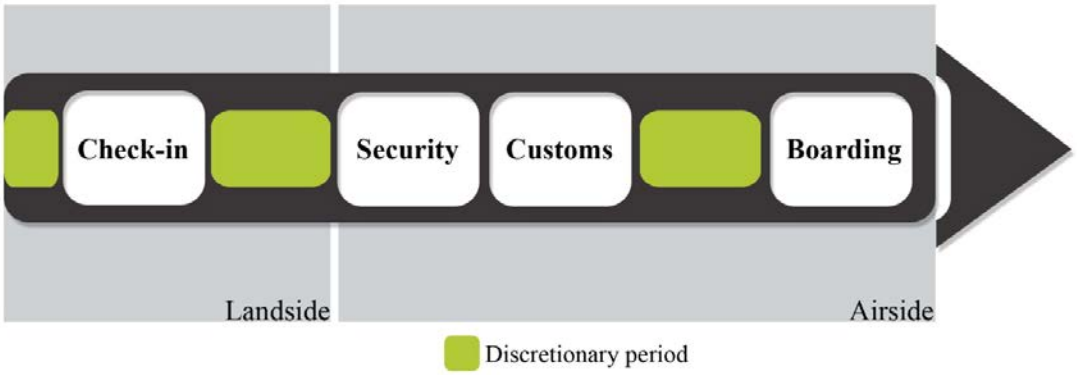


Figure 2.1 Processing domains and discretionary periods in Australian international departure terminals

'Discretionary time' in an airport terminal is unstructured or free time where passengers can undertake a range of non-processing activities while waiting to board their flight (Kirk, 2013; Popovic, et al., 2009). These activities include interacting with travel companions, moving through the terminal and waiting to board a flight at their departure gate. It is during these discretionary periods that passengers have the ability to enter, and spend time in the retail environment.

Passengers experience three periods of discretionary time during their airport dwell time, with the first two periods occurring on the landside of the airport terminal

(Figure 2.1). The ‘landside area’ of an international terminal constitutes the area between the terminal entrance and the Liquids Aerosols and Gels (LAGs) Security domain. Both passengers and non-ticket holding airport users are allowed in the landside area of the terminal. Passengers experience their first discretionary period between entering the terminal and entering the Check-in domain. Their second period of discretionary time occurs between the completion of Check-in and entering the airside area of the airport terminal. The ‘airside area’ is the sterile area between, and including, the LAGs Security domain and the Boarding processing domain at the passenger’s departure gate (which leads to the tarmac and areas beyond the terminal). Only ticket-holding passengers are allowed in this second section of an international airport terminal. The third and final discretionary period is experienced on airside after the completion of Security and Customs processing and before completion of Boarding (Figure 2.1). Contained within the international departure terminal are two separate retail environments, one in the landside area and one in the airside area, where passengers may choose to spend their airport discretionary time.

The concept of airport retail goes as far back as the 1940s, with duty free retail being introduced at Shannon Airport, Ireland, in 1947. At this airport, duty free liquor and tobacco products were sold to trans-Atlantic passengers travelling between Europe and North America while they waited for their flights to be refuelled. This retail model was an immediate success and has since been implemented worldwide (Crawford & Melewar, 2003; Newman & Lloyd-Jones, 1999). Since the 1940s the number and types of retail outlets and the financial role of these within the aviation industry has substantially grown, with the retail environment becoming an important area where passengers may choose to spend their airport dwell time (Freathy & O'Connell, 1998).

2.2 THE FINANCIAL ROLE OF RETAIL IN AIRPORTS

Over the past three decades, the number and variety of retail businesses operating within airports, and specifically within international departure terminals, has greatly increased (Rowley & Slack, 1999). This increase has seen the retail environment grow into one of the most lucrative sectors of the airport industry. In the process, the sector has diversified its traditional range of national products (souvenirs) to include high-end and luxury goods and services (Freathy & O'Connell, 1998). This increase in retail presence, and the variety of products and services

available, has seen the financial contribution of the retail environment grow to become a critical source of funding for modern airports. The increase in financial contribution from the retail sector has been influenced by four main factors: (i) the privatisation of airports; (ii) increased air carrier competition; (iii) decreased aeronautical income; and (iv) continuing growth in passenger numbers.

Political changes since the 1980s have seen the structure of global airport ownership shift from public to private. Privatisation began in 1986 in Great Britain (Kazda & Caves, 2007), with the majority of Australian airports being privatised in the late 1990s (Forsyth, 2002). This privatisation means that airports are no longer owned and funded solely by government bodies, but have transitioned into private companies. This, in turn, means that their ability to survive is intrinsically linked to their profitability. As a result, airports have fundamentally changed the ways in which they source their funding (Kazda & Caves, 2007).

The deregulation of airlines has also resulted in dramatic changes in the aviation industry. Increased commercial competition between air carriers operating in airport terminals, for example, has resulted in the introduction of budget air carriers, decreased air travel prices and increased air travel options for passengers (Kazda & Caves, 2007). Decreased travel costs have made air travel available to a wider range of passengers than ever before: thus, the number and frequency of air travel trips and the number of passengers passing through airport departure terminals has increased considerably over the past three decades (Freathy & O'Connell, 1998).

A significant increase in the number of international tourists arriving in Australia via air since the 1990s has allowed for exponential growth within the Australian tourism industry. This growth has meant that the economic significance of the Australian tourism industry in 2001 was greater than that of the agricultural, mining, manufacturing and transport communication industries combined (Bushell, Prosser, Faulkner, & Jafari, 2001). The Australian tourism industry was valued at AUS$91.6 billion in 2010, with AUS$26.3 billion of this being generated by international visitors (Tourism Forecasting Committee, 2009).

This exponential growth in tourism revenue is not, however, reflected in airport revenue; indeed, despite the dramatic increase in passenger numbers, the popularity of budget air carriers (with their lower fares) means that the financial contribution of aeronautical activities to the airport industry has considerably decreased (Graham,

2009). This decrease in incomes has specifically forced the airport industry to turn to commercial operations and retail as central contributors to its profitability (Freathy & O'Connell, 1998).

Within the current airport industry, retail revenues are now often estimated to account for half of all revenue generated (Mintel International Group Ltd as cited in Crawford & Melewar, 2003; Graham, 2009). A 1983 sample of over 20 European airports showed that 41% of airport profits were generated through commercial sources. This increased to 46% in 1993, 50% in 1998, and stabilised at 48% in 2009 (Graham, 2009). While the airport retail sector is a major source of income for Australian airports, it does not yet account for such a large percentage of overall profits. The retail sector of Sydney International Airport, for example, generated 31% (or AUS$117 million) of the airport's income in the 2000/01 financial year, in comparison to 29% generated through aeronautical charges in the same year (Lloyd, 2003).

Airport retail is argued to be one of the fastest growing retail markets (Thompson, 2007), with considerable prospects for future growth despite the current economic slowdown. This is because global air traffic continues to grow (Graham, 2009). Airport duty free retailing – which represents only a small portion of the airport industry's retail mix - generated US$9 billion globally in 2000/01 (Duty Free & Travel Retail Database & Directory 2001/2002 as cited in Crawford & Melewar, 2003). The global airport retail market was estimated to be worth UK£23.9 billion in 2006; which represents a 78% increase from 2001 (Thompson, 2007). This pattern of growth is expected to continue, with passenger air traffic forecast to increase three-fold between 2004 and 2023. This is anticipated to be the strongest period of growth since 1980 (Airbus, 2004). However, to be able to take advantage of these expected passenger traffic increases and to maximise the associated potential retail growth, airport operators and retailers must first understand how passengers use the retail environments of airports.

2.3 CURRENT UNDERSTANDING OF PASSENGER RETAIL EXPERIENCES

The increase in the number and variety of retailers in airport terminals has been progressively reflected in the changing layout and design of the terminal buildings. Airport terminal buildings are designed to control the flow of passengers, ensuring

that they complete the international airport process linearly from Check-in to Boarding (Doganis, 1992). It is argued that current terminal buildings have layouts that are similar to those of shopping malls, with the whole terminal building designed as a mechanism for selling (Adey, 2008; Friedberg, 1993), strategically moving passengers past retail environments to ensure these areas receive sufficient exposure to passenger traffic (Graham, 2003); for example, terminals use structural constraints that give passengers 'no option' but to move in the direction dictated by the building's design (Adey, 2008), thus guaranteeing that they enter the retail environment.

Although the design of airport retail environments often reflect that of shopping malls, airport retail is considered as a distinct market, separate to other retail markets. The following outlines the characteristics particular to the airport retail market:

- Shopping is not the main reason passengers enter an airport terminal. Passengers come to airports to travel, whilst consumers of shopping malls come to these locations mainly to browse and make purchases (Bowes, 2002; Freathy & O'Connell, 2000). This means that passengers may not always associate shopping with the airport terminal and may be harder to convert into purchasers (Davies, 1995)
- The airport retail market is a type of proximity retailing, where the retailer locates where the consumer is. Proximity retailers encourage consumers to make low value purchases frequently (Baron & Wass, 1996; Wileman, 1993)
- Once entering the airport terminal, passengers are considered a captive audience (Crawford & Melewar, 2003). This is because by their nature, airports are located away from the main city and shopping centres, meaning that it is easier for airport consumers to satisfy their retail needs and wants from the range of retail locations provided in the terminal. Also once entering the airside area of the terminal passengers must remain in the terminal until they board their flight, with passengers being given few other options but to spend their airport time in the retail environment (Fernie, 1995)

- The consumers of the airport retail market are considerably different from those of other retail markets, with passengers (especially in international terminals) coming from a broad mix of nationalities (Fernie, 1995). This large differentiation between the types of consumers utilising the same retail environment means that the airport retail needs to focus on adapting their offers to the specific needs of that airports passenger profile (Bamberger, Bettati, Hoeffinger, Kuruvilla, & Wille, 2009)
- One of the key differences between the airport retail market and other retail markets is the emotions airport passengers' experience. Passengers experience a range of emotions related to travelling, with this travelling being extremely stressful for some and exciting for others (Lamcraft, 1998; Newman & Lloyd-Jones, 1999; POPAI, 2014; Scholvinck, 2000; Thomas, 1997)
- The value and volume of sales per square feet of retail space in the airport retail market dramatically exceeds that of the 'normal' shopping centre (Kasarda, 2008). In the UK, the airport retail market was estimated to generate three times more per square foot compared with the high street market during the year of 1995 (Fernie, 1995). This higher income is linked with short term leases and a fast changeover of merchandising mix (Fernie, 1995)

Once entering the airport retail environment, passengers and airport users are argued to experience context-specific factors which influence and inform their retail activities and interactions. The following section discusses the four main airport-specific factors, which the literature identifies as influencing passengers' retail activities: (i) time availability, (ii) market segmentation, (iii) merchandising mix, and (iv) luggage restrictions.

2.3.1 Time availability

Time constraints are a defining and unavoidable characteristic of the airport environment, where all activities are governed by flight schedules and the requirement that flights leave on time (Bowes, 2002). Passengers potentially experience both actual and perceived time constraints and their emotions are argued

to be heavily influenced by these constraints; the less time they have in the terminal, the more likely they are to experience stress and anxiety. However, during their airport dwell time, passengers are also likely to experience travel-related emotions of excitement and anticipation (Newman & Lloyd-Jones, 1999). Both negative and positive travel-related emotions are argued to strongly influence passenger retail activities and interactions (Omar & Kent, 2001).

A review of the literature highlights three main time periods during the international departure process where passengers experience fluctuations in their travel-related emotions. The first of these occurs between a passenger's departure (from home) for the airport terminal and the successful completion of Check-in. Lamcraft (1998) argues that passengers experience heightened levels of stress as they attempt to reach the airport terminal for their specified Check-in time. Analysis of airport passenger behaviour completed shows that passenger stress levels are likely to further increase once they arrive at the airport terminal (Thomas, 1997). On entering the airport terminal, passengers enter into a state of limbo where they experience increased levels of stress. This is due to the fact that they are no longer within their daily routine and are isolated from everyday references, including notions of time and place (Lamcraft, 1998; Rowley & Slack, 1999; Thomas, 1997). Rowley (1999) argues that passengers' feelings of timelessness and placelessness result from airports being a type of non-place. A non-place is defined by Augé (1995) as a space of transience, a space which is not relational, historical or connected with identity and therefore does not hold enough significance to be defined as a place. This inability to associate identity and significance to the airport terminal may increase passengers' levels of stress, as people can feel less secure in non-places than in places to which they have created strong emotional attachments (Relph, 1976; Rowley & Slack, 1999). In contrast to these increased levels of stress, passengers may also experience increased levels of travel anticipation and excitement during this period (Thomas, 1997) as they are one step closer to boarding their flight on time.

The period between the successful completion of Check-in processing on landside and entering airside processing domains is highlighted as the second time period when passengers experience travel-related emotions. Thomas (1997) argues that, once passengers have received their boarding pass, their stress levels decrease,

and that emotions of anticipation and excitement remain heightened. Thomas (1997) refers to this time period as 'happy hour', where positive emotions have the potential to encourage retail spending. Underhill's observations of passenger retail activities, however, show that passengers do not utilise this 'happy hour' period in the landside retail environment. They show that, on average passengers spend only 2% of their overall landside time in retail locations (The New Yorker, 2008). However, Underhill's (The New Yorker, 2008) research does not outline the specific factors which influence these passengers to spend limited time in the landside retail locations. Further investigation into passengers' retail experiences needs to be completed before airports can understand what passengers actually do and experience during this time period. Only when airports have this understanding can they provide a landside retail environment which passengers want to enter, and where they want to spend time and money.

Scholvinck (2000) suggests that the third time period in which passengers experience travel-related emotions occurs between the mandatory customs and pre-flight security check points. In the Australian international airport context, this is equivalent to the time period after completing Security and Customs processing and before passengers board their flight. The travel stress curve developed by Scholvinck (2000) shows a significant drop in passenger stress levels between these two processing activities. It is argued that passengers' are more inclined to enter into the retail environment and make purchases once their stress levels decrease (Bowes, 2002). Scholvinck's (2000) travel stress curve, therefore, highlights this period as an ideal time for airports to target when promoting passenger retail spending. These findings are supported by Underhill's research (The New Yorker, 2008) which shows that, on average, passengers spend 68% of their airside time in the retail environment - considerably more than the 2% of landside time they were observed to spend in that retail environment.

As passengers move through the airport terminal, completing Check-in, Security, Customs and Boarding processes, their ultimate goal is to arrive at their boarding gate in time to catch their flight. If a passenger is faced with significant time constraints, their stress levels are likely to escalate (Scholvinck, 2000; Thomas, 1997). Stress is argued to be a key influencing factor in passenger purchasing behaviour (Bork, 2007; Entwistle, 2007). Hoch and Loewentstein (1991), for

example, infer that time pressures associated with air travel are an important factor which can trigger passengers' impulse buying; a limited amount of time to evaluate a product or service can lead to its immediate purchase.

Despite Hoch and Loewentstein's (1991) argument, increased stress levels are overwhelmingly considered to have a negative impact on passenger retail behaviours by increasing passenger focus on their primary purpose and decreasing their interest in supplementary activities available in the retail environment (Crawford & Melewar, 2003; Scholvinck, 2000; Thomas, 1997). Bowes (2002) argues that every extra minute that passengers spend undertaking processing activities directly decreases their propensity to buy. However, once passengers complete these activities, their stress levels are likely to decrease, and their travel-related emotions of excitement and anticipation are likely to increase (Newman & Lloyd-Jones, 1999). These positive emotions then encourage passengers to explore the airport retail environment and to potentially make a purchase (Bowes, 2002; Newman & Lloyd-Jones, 1999). The literature investigating airport retail highlights the time periods after completion of processing domains, on both the landside and airside of the terminal, as the periods where passenger stress levels are at their lowest. These two time periods are, therefore, the most important times during which passenger retail spending can be increased (Scholvinck, 2000; Thomas, 1997).

As well as actual time constraints, perceived time constraints can also influence whether or not a passenger enters or makes a purchase in the retail environment. Despite passengers often arriving at the terminal with enough time to comfortably complete mandatory processing activities, they can also experience stress related to perceived time constraints. The more diminished a passenger's perception of available time is, the less likely they are to browse or purchase in the retail environment (Davies, 1995). This perception of available time can be influenced by three main factors. First, a passenger's level of airport expertise can either increase or decrease their perception of available time. The more experienced a passenger is with the airport process, the more confident they will be of the time needed to negotiate the airport terminal and to complete processing activities. Less experienced travellers, on the other hand, are more likely to overestimate the amount of time needed to complete processing activities, and to rush through the airport terminal without entering the retail environment (Rowley & Slack, 1999). Second, a lack of

visible and/or clear displays of the current time and flight boarding times can decrease the amount of time that a passenger perceives as available to them. Again, this can lead to their rushing through the terminal and ignoring the retail environment (Rowley & Slack, 1999). Third, travel-related stress is highlighted as a significant factor which can reduce a passenger's perception of available time (Berry, et al., 2002; Davies, 1995). Diminished perceived time related to stress, in turn, can be argued to confirm Underhill's (The New Yorker, 2008) observations which found that passengers spend considerably more time in the airside retail environment than they do on landside. A focus on boarding their flight on time may have influenced these passengers to overestimate the time needed to complete processing domains on airside, thus decreasing the amount of time available to them in the landside retail environment.

Diminished perceived time has also been linked to the airport phenomenon known as 'gate lock'. Levels of stress and anxiety related to airport time constraints can encourage passengers to pass through an airport terminal, ignoring the retail environment and opting to head to their boarding gate considerably earlier than required (Freathy & O'Connell, 1998). Once the passenger arrives at their boarding gate, it is then extremely difficult to encourage them to return to the main section of the airport terminal and enter the retail environment. In an effort to decrease passenger stress related to actual and perceived time constraints, Australian international airports encourage passengers to arrive two to three hours before their flight's scheduled departure (Brisbane Airport Corporation, 2010; Melbourne Airport, 2013).

Although all passengers must adhere to the inherent time constraints associated with the airport environment, not all passengers experience significant time pressures. Passengers are often faced with the opposite situation of having excess time when they are not involved in processing activities. Excess time availability can have a positive influence on passenger retail spending, with increased amounts of time spent by passengers within an airport terminal being directly linked to increased levels of retail spending (Bowes, 2002). In Castillo-Manzano's (2009) research, 99% of passengers claimed that the availability of waiting time prior to boarding was a major influence on their decision to make retail purchases. This finding is supported by Torres, Dominguez, Valdes and Aza (2005), whose research found that the

amount of time a passenger spent within the airport was directly reflected in the amount of money they spent in the retail environment, with longer waiting times equalling increased spending. Torres et al. (2005) argue that increased waiting times provide passengers with a greater opportunity to purchase in the retail environment and may also be linked to a passenger's increased need for refreshment. This is supported by Rowley and Slack (1999) who suggest that waiting times within airport terminals are enforced leisure time, where a passenger is contained within a closed area and forcibly required to wait. During this enforced leisure time, passengers are faced with a limited range of things to do, and often use the retail environment as a major source of entertainment (Rowley & Slack, 1999). In short, longer waiting times mean that passengers have a greater need for entertainment, and rely heavily on retail shopping, browsing, eating and drinking to fill these waiting times (Chung, Wu, & Chiang, 2013; Geuens, et al., 2004; Rowley & Slack, 1999).

Airports have the opportunity to harness the potentially positive effects of excess time availability through the conversion of passenger waiting times from wasted time into useful time where passengers can have positive experiences. Lloyd (2003) argues that airport terminals can be transformed from areas that passengers pass through into locations where they actively choose to spend time. To achieve this, the terminal must immerse the passenger in the travel experience, promoting retail expenditure and positive retail experiences or distractions as ends in themselves. In this way, waiting times could be converted from wasted time, in which the passenger experiences boredom and alienation from their environment, into transit time which is filled with positive and useful travel-related experiences (Lloyd, 2003). Airports could create terminal spaces which promote leisure and entertainment to mitigate travel related stress, thus improving the passenger's airport experience and potentially increasing their retail expenditure.

In summary, the promotion of the retail environment as a significant terminal draw-card rather than a subsidiary area could provide significant benefits to passengers, retail operators and airport management. This promotion of the retail environment as a destination in itself could be utilised by airport management to encourage passengers to arrive at the airport terminal earlier, therefore decreasing stress levels associated with time constraints.

2.3.2 Market segmentation

As the retail sector of airports have expanded in both physical and economic importance, airports have been forced to adopt market-oriented approaches in an attempt to take full advantage of the revenue opportunities they present (Freathy & O'Connell, 2000). The airport retail market is considered to be a specific combination of a wide variety of traditional shopping types such as homewares, grocery and apparel, as well as unique airport and travel-related outlets. This specific combination creates new motivations for airport users and informs their shopping decisions (Geuens, et al., 2004). One of the main challenges faced by airport retail, however, is that shopping is not the primary purpose for which passengers and non-passengers visit an airport terminal (Bowes, 2002). While consumers mainly visit shopping centres to shop, airport users visit airports to travel, to meet or greet travellers, or to work (Freathy & O'Connell, 2000).

The retail environment of an airport can be classified as a type of proximity retailing, where the retailer locates to service a market already established for another purpose (in this case, air travel). Proximity retailing is characterised by high consumer traffic, high visibility, and frequent but relatively lower-priced purchases (Baron & Wass, 1996). Its main challenge is to convert visitors, who may not necessarily associate the location with shopping, into purchasing consumers (Davies, 1995). To achieve this, retail operators and airport management need to first identify who their consumers actually are. The broader contextual environment in which airport retail operates is considerably different from that of non-airport retail markets, with particular differences noticeable in the market segmentations of their consumers. This segmentation is the result of decreases in air travel prices over the past three decades which have made air travel available to a wider range of passengers than ever before (Freathy & O'Connell, 1998).

Market segmentation is one approach which can allow airports to develop effective retail strategies in order to understand and appeal to consumer motivations. It allows consumers to be grouped according to their retail needs, preferences, characteristics or behaviours (Weinstein, 2004). Segmenting consumers allows retailers to gain an in-depth understanding of who their consumers are, the needs they are seeking to satisfy, and the motivations that drive their ultimate retail choices (McDonald & Dunbar, 2004). The development of accurate market segmentations is

of particular importance within the airport environment as airport consumers do not follow traditional retail segmentation lifestyle groups such as pre-family, empty nesters, or post-family groups (Omar & Kent, 2001); however, they can be broadly segmented into two main groups: passengers and non-passengers.

Passenger groups

Airport passengers can be further broken down into three key market segments: (i) domestic versus international travellers, (ii) short-haul versus long-haul travellers, and (iii) business versus pleasure travellers.

Domestic versus international travellers

Domestic and international travellers encounter distinct airport terminal differences and therefore exhibit distinct retail behavioural differences. International travellers inherently spend longer time periods within the airport terminal. During this time they are presented with the opportunity to purchase duty free and tax free products and have a higher likelihood of being accompanied to the airport by 'wavers' - non-passengers who come to the airport terminal in order to say their farewells (Freathy & O'Connell, 2000).

Short versus long haul travellers

The types of products and amounts of money spent by passengers in an airport terminal are heavily influenced by the length and type of their journey. Freathy and O'Connell (2000), for example, argue that long-haul travellers spend significantly more money within airport terminals than short-haul travellers, and are more likely to purchase gifts.

Business versus pleasure travellers

Freathy and O'Connel (2000) reason that business travellers are more likely to make purchases within airport retail outlets as they are generally from a higher socio-economic group than the 'average' passenger, and thus have a higher amount of disposable income. Furthermore, they are likely to have a limited amount of time for shopping at their destination, therefore making their dwell time at the airport terminal an ideal time to purchase (Freathy & O'Connell, 2000). Business travellers are also likely to be more experienced travellers and, therefore, are not considered to be representative of the 'average' passenger.

The shopping and purchasing habits of air passengers and tourists are considered to vary considerably from their normal shopping patterns in their home environments (Brown, 1992; Timothy & Butler, 1995). Research by Geuens, Vantomme and Brengman (2004) on the shopping motivations of airport passengers defines three specific types of airport shopper: (i) mood shoppers, (ii) apathetic shoppers, and (iii) shopping lovers. These three groups were found exist irrespective of whether or not passengers were travelling for pleasure or business, or of the length of their trip.

Mood shoppers are argued to be solely motivated by travel-related factors and are found exclusively in the airport environment. Their shopping motivations are dictated and influenced by airport-specific characteristics such as boredom and the need for entertainment created by waiting times (Geuens, et al., 2004). Apathetic shoppers and shopping lovers, however, more closely resemble non-airport shopper types. Apathetic shoppers are defined as being indifferent towards shopping; they are not motivated to shop in any retail market, inside or outside the airport. Passengers grouped as shopping lovers, however, enjoy all aspects of shopping. In the airport terminal their retail motivations include the desire to take advantage of airport-specific retail locations and promotions, and to shop purely because they enjoy the experience (Geuens, et al., 2004). Airport management and retail operators identify shopping lovers and mood shoppers as the most attractive shopper types as these two groups have a higher potential to be converted into purchasing consumers (Geuens, et al., 2004).

Non-passenger groups

Although passengers represent a large majority of the consumers within an airport terminal, non-passengers are an under-exploited consumer market segment from which additional retail revenue can potentially be sourced (Freathy & O'Connell, 2000). Non-passengers can be broken down into three market segments: (i) employees, (ii) wavers, and (iii) local residents.

Employees

This market segment includes airport staff, taxi drivers and airline staff. These consumers have a need for convenience-based retail outlets as most airport terminals are located away from the city centre (Freathy & O'Connell, 2000).

Wavers

'Wavers' are defined as non-ticket-holding airport consumers who accompany passengers into the airport terminal. As they are not passengers or staff, they are only allowed on the landside of the airport terminal. This market segment can benefit specifically from food and beverage outlets where they can spend time with their departing passengers. Identifying the actual numbers and market profiles of this segment is difficult as airports do not collect information about this segment in the way that they collect information about passenger segments (Freathy & O'Connell, 2000).

Local residents

Recently, airports have begun to be identified as recreational destinations in their own right (Lloyd, 2003), where local residents choose to go to take advantage of both the spectacle of the airport and the facilities provided there (Freathy & O'Connell, 2000).

Airport retailers have an important advantage in understanding and predicting airport passenger segments as airports and airlines collect extensive passenger records such as country of origin, age and travelling groups (Geuens, et al., 2004). Retailers and airport management can use this information to tailor airport retail environments (and their products and services) to the specific needs of passengers. Despite the amount of passenger information being gathered by airports and airlines, however, airport retailing and its consumers remain an under-researched area (Freathy & O'Connell, 1999). Without an understanding of who their consumers are and the airport-specific factors which influence their shopping motivations and purchase decisions, airports cannot begin to tailor their retail locations to optimise retail growth.

2.3.3 Merchandising mix

Once an airport has a clear understanding of who its consumers actually are, it can begin to tailor its concession programs and merchandising mix to meet their specific needs and wants. The appropriate selection of the latter can heavily influence airport retail revenue (Crawford & Melewar, 2003). As outlined earlier in the chapter (Section 2.2), the number and variety of retail or concessionary locations operating in the airport retail environment has increased over the past three decades (Freathy & O'Connell, 1998). Within the current airport retail environment, this range includes:

cafes, bars, fashion outlets, newsagencies, souvenir shops, finance and other services, and duty free outlets (which sell an ever-increasing range of products).

Duty free is an important and unique retail category in the international airport environment, where alcohol, tobacco and other luxury goods are sold at pre-duty tax prices (Christiansen & Smith, 2008). Duty free sales from the 2001/02 financial year are estimated to have globally totalled US$21.5bn (Reuters Business Insight, 2000); this figure illustrates that duty free is an extremely important retail category in the international airport retail environment (Crawford & Melewar, 2003). Ensuring that the retail environment has the correct merchandising mix in this and other concessionaires is a crucial factor in the promotion of retail sales.

Internationally-branded products and services play an important role in airport retail merchandising, as passengers often perceive the purchase of unknown brands in foreign airport locations as a significant risk. Airport retailers can work to create a feeling of purchasing security for passengers through the provision of respected internationally-branded products and services (Freathy & O'Connell, 1998). Carefully choosing and correctly pricing the assortment of merchandise is of particular importance as each airport environment is slightly different, with a complex range of factors impacting passenger purchasing motivations and decisions.

One way in which airport retailers can tailor their merchandising mix is through the provision of a range of travel-related products and services. By providing these products and services which support passengers' primary purpose - air travel - retailers can encourage passengers purchases (Davies, 1995). Lloyd (2003) argues that products and services which aid travel and leisure activities can not only be used to increase retail profits, but can also be used to enhance passenger airport experiences. One main form of retail outlet which provides these products is newsagencies, which stock books and other travel- and leisure-related merchandise which passengers can use to enhance their travel experience both in the terminal and on their flight (Davies, 1995).

To be able to convert passengers into purchasing consumers, airport retailers need to understand passengers' purchasing decision process (Crawford & Melewar, 2003). Consumer purchases are broadly defined as either 'planned' or 'impulsive', depending on when the decision to purchase is made. Planned purchases are those that have been thought about and decided upon before entering a retail location,

while impulsive purchases are decided on only after entering a retail location (Cobb, 1986; Rook, 1987). Impulse shopping has been highlighted by Omar and Kent (2001) as an important buying behaviour which can be harnessed by the airport retail environment to convert passengers into purchasing consumers. Crawford and Melewar (2003) highlight the potential for passengers to use impulse purchases to manage their boredom and anxiety, with Bowes (2002) identifying time and stress as the two most important factors which impact passengers' retail purchasing decisions. Similarly, Berry, Carbone and Haeckel (2002), Chung, Wu and Chiang (2013), and Rook (1987) believe that impulsive purchases can potentially be used by passengers to improve their airport experiences by filling in their excess time – first by purchasing products, and then by using them for to fun and novelty.

Morgan, Kotsiopulos and Kang-Park's (1991) research on passenger spending found that a high percentage of airport purchases are planned, with 60% of purchases decided in detail prior to the passenger entering a shop. This means that 40% of all airport purchases can be considered as occurring on impulse. The degree to which an airport shopper is likely to engage in this impulse shopping depends on: the extent to which they possesses impulse buying tendencies; their self-judgements that may permit particular purchases; the degree to which their purchase is socially visible; and marketing and environmental factors (Omar & Kent, 2001). Crawford and Melewar (2003) highlight confectionary as a highly impulsive airport purchasing category, with up to 70% of these sales being impulse driven. Confectionary sales have experienced unprecedented growth within travel retailing, outperforming most other categories (Crawford & Melewar, 2003). This growth makes the confectionary category an important example of how impulse purchasing can be effectively promoted within the airport retail environment to convert passengers into purchasing consumers.

Research completed by Cobb (1986) on consumer purchasing behaviour in supermarkets argues that purchasing decisions can be further broken down to include a third level of purchasing decision. This third level is identified as partial planning, where a consumer plans only part of their purchase before entering a retail outlet, with their final decision only being made once inside the outlet. Partially planned purchases occur through a pattern of careful in-store investigation and exploration, and sit between planned and impulsive purchases (Cobb, 1986). Like impulsive

purchases, partial purchases are also heavily influenced by the specific retail environment (Lee & Kacen, 2008).

One unique factor of airport retail which can potentially impact the purchasing decisions of passengers is that they are essentially a captive audience (Crawford & Melewar, 2003). They can be considered as such in two main ways. First, airports are generally located a considerable distance away from the city. Once an airport user arrives at the terminal, it becomes more convenient to fulfil their retail needs by utilising airport retailers, rather than by travelling back to the city centre. Airport retailers have recognised this potential of convenience-based retailing to convert airport visitors into purchasing consumers and have begun to provide an increased amount and range of retail outlets on the landside of the airport for non-passengers (Freathy & O'Connell, 2000).

Second, international airport passengers can be considered to be a captive audience once they pass through Security and Customs, as they are then constrained to the airside of the airport and are limited in where they can go and the activities they can undertake. They can only enter, and purchase from, the retail outlets provided there; they cannot choose to relocate to another retail area with a different range of outlets (which they may deem more appropriate) as is possible in high street or shopping centre contexts. Although this concept of the passenger being a captive audience can be a positive for the airport retail environment, it does not guarantee that passengers will be converted from browsing travellers into purchasing consumers (Freathy & O'Connell, 2000). This, therefore, means that selecting the correct merchandising is of particular importance in the airside retail environment.

When creating a merchandise mix, airport retailers must not only provide merchandise that suits the needs and wants of their target market, but must also consider the suitability of this merchandise for carrying on board an aircraft. Merchandise must be within airline-specified size and weight restrictions, and adhere to the general security limitations placed on check-in and hand luggage (Freathy & O'Connell, 1998). Creating the correct merchandising mix for a specific airport retail environment is a complex task which heavily influences passengers' purchasing potential and, in turn, the retail revenue it generates.

2.3.4 Luggage and security restrictions

While in the airport terminal, passengers carry two different types of luggage: (i) checked baggage and (ii) hand luggage. Passengers carry checked luggage into the landside area of the terminal where it is handed to the airline for processing, and then boards the flight unaccompanied. Hand luggage is carried by the passenger throughout their airport dwell time, and boards the flight with them. This means that it is also subject to LAGs security restrictions.

In 2007 the Australian Department of Transport and Regional Services (2010) implemented new security measures which affect how passengers travelling from Australian international airports carry liquids, aerosols and gels (LAGs). These measures mean that passengers are only able to pass through the airside Security domain with containers holding LAGs with a maximum capacity of 100ml. These containers are required to be presented at the Security domain within a single one-litre resealable plastic bag. LAGs over 100ml must be surrendered at designated security check points. However, these restrictions are proposed to be changed in 2013 at Australian international departure terminals, as new security scanning technology will allow for the detection of liquid explosives within hand luggage (CAPA Center for Aviation, 2012; Walton, 2011). The implementation of this new technology will mean that LAGs will no longer be restricted to a maximum size of 100ml, and will no longer have to be removed from hand luggage and presented separately for inspection.

In addition to these LAG restrictions, items including all bladed instruments such as scissors and knives; sharp pointed objects such as metal nail files, knitting needles and corkscrews; and all tools are prohibited from being carried in hand luggage (Australian Government: Department of Infrastructure, 2010; Brisbane Airport Corporation, 2010). Passengers' airport duty free purchases are also subject to restrictions, with the quantity of alcohol and tobacco products they are allowed to purchase and take on their flight differing according to their destination country (Australian Government: Australian Customs and Boarder Protection Service, 2013).

These restrictions and potential changes to these restrictions, create confusion for passengers, as they are not uniform across all airports or countries (Australian Government: Australian Customs and Boarder Protection Service, 2013; Brisbane Airport Corporation, 2010). This uncertainty can lead to passengers becoming

discouraged from, or feeling reluctant to purchase within the airport retail environment. Uncertainty about when they can safely purchase liquid-based products, when and what quantities of duty free products they can purchase, whether or not all their airport purchases will be allowed on board their flight, and whether or not they can be carried throughout their air journey (as they transit through differing countries and airports) can lead to decreased spending.

Despite their potential to inhibit retail spending, airports can actually manage these passenger uncertainties to increase expenditure. Retail operators can, for example: exploit LAGs hand luggage restrictions by promoting the sale of products (100ml and under) which can be used by passengers during their flight: ensure that passengers a feel confident that the merchandise stocked within the airport retail environment complies with hand luggage restrictions, thus positively impacting upon retail profitability by eliminating one perceived spending risk (Freathy & O'Connell, 1998): and encouraging passengers to purchase restricted LAG's within the airport retail environment so as to ensure their compliance with the restrictions. The provision of highly knowledgeable retail staff, especially within duty free outlets, is another tool that airports can utilise to manage passengers' perceived spending risk. These staff can inform passengers of what they can and cannot carry on board and of the implications of their potential purchases throughout their journey and at their final destination.

2.4 RETAIL AS EXPERIENCE

The four airport-specific factors identified by current literature (Section 2.3) to influence how passengers use and experience the retail environment of airports, are investigated in terms of how they influence passengers' purchases. This literature focuses on how passengers can be converted into purchasing consumers, how time constraints affect their ability and desire to make purchases, how their preferences, characteristics and behaviours influence their purchasing decisions and how to create an ideal merchandising mix to optimise passenger expenditure (Bork, 2007; Bowes, 2002; Entwistle, 2007; Newman & Lloyd-Jones, 1999; Omar & Kent, 2001; Weinstein, 2004). This narrow focus on purchases and how they can be increased does not address passengers complete airport retail experiences.

However, to be able to achieve this conversion, airport management and retail operators need to understand how passengers actually use airport retail environments - which provide their retail experiences – rather than focusing solely on passenger purchases (Castillo-Manzano, 2009; Graham, et al., 2008). Purchases are only one type of activity a passenger can undertake in the airport retail environment. To be able to understand how passengers actually use and experience an airport retail environment all the retail activities and interactions they can undertake, both before and after making a purchase (if they choose to make a purchase), need to be identified and investigated. This need is reinforced by research on the retail behaviours of consumers which argues that the most important determining factor influencing consumer purchasing decisions is the retail atmosphere or experience (as a whole), rather than the actual products provided (Geuens, et al., 2004).

When customers enter a retail environment, they will always have an experience of some kind. This experience may be good, bad or indifferent, whether or not they purchase a product or service (Berry, et al., 2002). The significance of positive consumer experiences within the retail environment is gaining more attention as retailers begin to recognise and understand the important competitive advantage these experiences can provide (Berry, et al., 2002). Experiences create longer-lasting and more powerful emotional connections than simply doing or seeing (Jenkin, 2007). For this reason, the emotional power of experiences is recognised by retailers as an important tool to create and expand consumer loyalty and spending (Berry, et al., 2002). Pine and Gilmore (1999) argue that creating a distinct consumer experience can provide retailers with enormous economic value, thus playing an important role in determining the success of a retail company.

This recognition of experience as a key driver for consumer spending has seen the emergence of experience-driven economies and retail environments, with retailers moving away from the more traditional service-oriented models (Jenkin, 2007). The combination of traditional marketing elements, experiential components, the physical environment, and service levels provided by employees enables retailers to create valuable and meaningful experiences for the consumer, which cannot be easily replicated by competitors (Berry, et al., 2002). A holistic experiential approach to retailing plays a fundamental role in determining customers' preferences, and in influencing their buying decisions (Gentile, Spiller, & Noci, 2007).

‘Experience’ within a retail environment is defined as the interactions which occur between a customer and a product, service or physical environment, which provoke an emotional reaction (Shaw & Ivens, 2005). For a company to create meaningful consumer experiences, they must not only consider traditional marketing elements such as price, product and quality, but also the emotional, sensorial, cognitive, pragmatic, lifestyle and relationship components of the retail environment (Gentile, et al., 2007). The creation of experience within a retail environment must, therefore, engage consumers:

- Emotionally, through the generation of moods and feelings
- Sensorially, through touch, sight, sound, taste or smell
- Cognitively, by promoting creative thinking and mental processing allowing consumers to break free from conventional assumptions about products and services
- Pragmatically, through promoting usability and human object interaction and
- Through the affirmation of a consumer’s lifestyle, values and self-beliefs and their relationships towards others (Gentile, et al., 2007).

These retail experience elements can be broken into two groups: (i) static and (ii) dynamic. Static elements are the tangible design features of a retail environment which are used to increase consumer purchases, influence product and service evaluations and, ultimately, consumer purchasing decisions. Static experience elements include the pre-designed elements of a retail environment which promote emotional, sensorial, cognitive and pragmatic interaction, and create retail environments which communicate messages about the products or services sold. These experience elements are extremely important as they allow consumers with limited product or brand knowledge to infer desired messages about product solutions and brand quality (Healy, Beverland, Oppewal, & Sands, 2007).

The dynamic group of experience elements encompasses elements which relate to the exchange of information and the interactions between customers, staff and the physical environment, with particular emphasis on relationships created through this interaction. Dynamic experience elements can transform retail environments into

exciting, entertaining and playful areas, allowing consumers to experience an enhanced interaction and sense of belonging; this, in turn, creates stronger and longer-lasting positive retail experiences and promotes shopping as more of an immersive and positive experience than simply an act of consumption (Healy, et al., 2007).

As the numbers of international travellers and the financial role of airport retail environments has grown worldwide (Freathy & O'Connell, 1998), the importance of creating positive experiences within airport retail environments has increased. Creating positive experiences in airport retail environments is of particular importance as airport terminals are increasingly being recognised as the locations where travellers make their first and last impressions of a country or city (Yeh & Kuo, 2003). The creation of meaningful experiences could promote these areas as a place of entertainment for waiting travellers, where distraction is an end in itself (Lloyd, 2003). These experiences could then be used as tools to encourage return visits and to increase passenger spending; they could also be tools to increase foreign passengers' awareness of product solutions or brands (Healy, et al., 2007).

Passenger experience is also gaining further importance as its quality is increasingly being used to rate the quality of the terminal itself (Caves & Pickard, 2001). However, to be able to understand what makes a good or bad airport retail experience we must first document what these experiences are, and the full range of passenger activities and interactions that constitute these experiences.

2.5 SUMMARY

This chapter has outlined the important economic role of the retail environment in the airport industry, with the retail sector providing a large proportion of an airport's overall income (Graham, 2009; Rowley & Slack, 1999). The considerable increase in the presence of retailers, coupled with an increase in the variety of products and service available, has seen the airport retail sector grow into a unique retail environment (Thompson, 2007). Through a review of the literature, four main airport-specific factors are identified as having an important influence over the retail activities and interactions of passengers: (i) time availability, (ii) market segmentation, (iii) merchandising mix, and (iv) luggage restrictions. These factors are argued to be specific to the airport context.

Current literature focuses on how these airport-specific factors influence passengers' purchases and the amount of money they choose to spend in the airport retail environment (Bowes, 2002; Castillo-Manzano, 2009; Graham, et al., 2008). This focus means that current literature does not address how passengers actually use airport retail environments, as purchasing constitutes only a small portion of passengers' overall retail experiences. The significance of creating positive passenger experiences within airport retail environments is gaining further support as airport terminals are recognised as the locations where travellers make their first and last impressions of a city or country (Yeh & Kuo, 2003, p. p. 36). The creation of meaningful passenger experiences can be used as a tool to increase return visits to an airport as these experiences are used to rate the quality of terminal buildings (Caves & Pickard, 2001). The experiences of consumers are also increasingly being recognised as a fundamental factor in determining economic success in the retail industry (Pine & Gilmore, 1999) and, therefore, can be used to expand on passenger airport retail spending.

To be able to understand what makes a good or bad experience within the airport retail environment, these experiences - and the full range of activities and interactions undertaken by passengers that constitute these experiences - need to be documented and understood (Castillo-Manzano, 2009). This current lack of knowledge of what passengers actually do within the airport retail environment is highlighted by Bowes (2002) as a critical obstacle in the development and growth of the airport retail market. The current methods used to investigate passenger retail experiences - interviews, surveys, questionnaires and observations - are outlined and reviewed in Chapter 3.

Chapter 3: Current Research Methods

Although the literature highlights the importance of airport-specific factors on passengers' retail behaviours, there has been limited research to determine these specific factors and their influence on passenger behaviour in the retail environment. There is also limited research on the full range of activities and interactions passengers undertake during their retail experiences.

Current methods used to investigate retail experiences include surveys, questionnaires, interviews and observations. This chapter reviews these four methods and their appropriateness for this investigation. Surveys and questionnaires are shown to provide only a partial picture of passenger experiences in the retail environment. Observations of passenger experiences within retail contexts and interviews which investigate these experiences, on the other hand, are highlighted as effective methods. They allow researchers to record the full range of passenger activities and interactions, the airport-specific factors which influence these and, therefore, an understanding of how these experiences can be improved. Despite their perceived effectiveness, observations of passengers' retail experiences, and interviews which investigate these observed experiences, have not yet been undertaken within the airport context.

3.1 SURVEYS AND QUESTIONNAIRES

To date, researchers and airport management have used surveys and questionnaires to a limited extent to gather information on how passengers use retail environments, and how revenue optimisation can be achieved. These surveys and questionnaires have focused on: evaluating passenger airport experiences; gathering statistical information on the number of passengers who make purchases; and identifying some of the factors which influence these purchases. Although this data provides some information about what passengers do in this context, it only provides a partial picture. This can been seen in the results from a survey submitted to the UK Civil Aviation Authority (CAA) in 2009, which highlights the important role the retail environment plays in creating positive passenger airport experiences (UK Civil Aviation Authority as cited in Myant & Abraham, 2009). Of the 1619 respondents

surveyed, 14% ranked retail outlets within four major London airports as the most positive part of their airport experience (Myant & Abraham, 2009). Although these findings show that the retail environment positively impacted upon passengers' overall airport experiences, they do not show how these positive experiences were achieved or how they could be improved. This limitation of surveys and questionnaires in providing only a partial picture of passenger experiences is again highlighted by the findings of the Skytrax World Airport Awards (Skytrax, 2013). These awards use surveys to evaluate passengers' overall airport experiences across 39 different airport services and are regarded as the global benchmark for ranking airport excellence. The results from the 2010 survey, which included 9.8 million passengers from 210 airports worldwide, ranked Singapore's Changi Airport as the world's number one airport (Skytrax, 2010). Changi also ranked as the world's best for leisure amenities, second best for airport food and beverage facilities, and third best for airport shopping facilities (Skytrax, 2010). Changi's high ranking within these retail and entertainment categories shows a significant correlation between world class retail environment facilities and positive passenger airport experiences. The results from the 2013 Skytrax survey, which included 12 million passengers, again ranked Changi as the world's best airport overall, and best also in the leisure amenities category (Skytrax, 2013). However, on this occasion, its food and beverage facilities' ranking dropped to number five, and its airport shopping facilities' ranking dropped to number four. The findings from the 2013 Skytrax survey do not provide any reasons for these diminished rankings: therefore, they do not help other airports in their quest to emulate Changi's original success and to maintain passenger satisfaction over time.

As well as being used to evaluate airport experiences, surveys and questionnaires have been used to identify a limited number of passenger retail behaviours and the factors influencing them. Research conducted by Omar and Kent (2001), who surveyed 252 airport users in London's Gatwick Airport, found that 35% of these users made a purchase within the airport departure terminal. This finding highlights that a large number of passengers spend money on goods or services within airport retail environments. However, it does not show: what these passengers purchased; what influenced these passengers to make a purchase; whether they would rank their purchasing experiences as positive or negative; or why the

remaining 65% of passengers surveyed did not make a purchase. Although there is value in defining the actual number of passengers who make purchases, yet again, the data does not provide airports with any information on how to improve passengers' retail experiences and increase their spending.

A survey of over 20 000 passengers at seven different regional departure terminals in Spain highlighted long passenger waiting times prior to boarding as a considerable influence on whether or not a retail purchase was made (Castillo-Manzano, 2009). These results are supported by a survey conducted in the departure terminal of the Taiwan Taoyuan International Airport which identifies boredom and the need for entertainment as a significant influence on passenger retail spending (Perng, Chow, & Liao, 2010). Perng, Chow and Liao's (2010) research found that passenger spending is also influenced by the need for travel-related products and services, and the desire for commemorative items or souvenirs. The findings from the surveys completed by Castillo-Manzano (2009) and Perng et al. (2010) provide some information on the factors which influence passenger purchases, with travel-related products and waiting times being highlighted as two elements which airports and retail operators can potentially consider in their efforts to increase passengers' spending. However, the results from both of these surveys do not provide any knowledge of how these purchasing preferences and behaviours influence passenger experiences in the retail environment.

Research investigating passenger retail motivations by Chung et al. (2013) and Geuens et al. (2004) show that the actual questions asked in surveys and questionnaires are another potential limitation of these research methods. Chung et al. (2013) investigated the shopping motivations and information-seeking behaviour of passengers at Taiwan Taoyuan International Airport through the survey of 553 passengers. The results from this research found that passengers' airport shopping motivations are similar to those of consumers in non-airport retail markets (Chung, et al., 2013). However, airport-specific motivations, such as time pressures to be at their boarding gate on time, were also found to influence shopping motivations and information seeking behaviours. Despite this, Chung et al. (2013) found that the actual length of waiting time prior to boarding did not have a significant influence on passenger shopping behaviours. This was a result of the fact that the survey questions

posed were not specific to the Taoyuan International Airport context and, therefore, not specific to passengers' actual retail experiences.

Geuens at al.'s (2004) research provided similar results, with passenger airport shopping being seen to be driven by both traditional shopping market motivations, as well as by airport-specific motivations such as the retail atmosphere and the available outlets. However, Geuens et al.'s (2004) research again highlights that the questions included in surveys and questionnaires limit the passengers' responses and, therefore, the data collected. The results from the 236 passenger questionnaires completed by Geuens et al. (2004) at Brussels Airport, for example, show that social motivations do not influence passengers' retail shopping behaviours; however, social motivations were not addressed in the questionnaire. Both of these examples show that surveys and questionnaires are limited by the questions the researcher chooses to ask and is therefore structured from the researcher's point of view.

In summary, surveys and questionnaires provide a partial picture of passenger activity in the terminal and, therefore, only a fraction of the knowledge needed to be able to fully understand passenger retail experiences. Only once airports have this information can they then understand how to improve these experiences, the overall airport experience, terminal buildings and the amount of money generated in the retail environment.

3.2 OBSERVATIONS AND INTERVIEWS

Direct observations provide three main advantages for collecting comprehensive data on the activities, interactions that constitute consumer experiences in retail environments.

First, because direct observations occur within the specific context being investigated, the data collected can be directly linked to the wide range of physical, emotional, behavioural, social and cultural factors which impact consumers in that context (Healy, et al., 2007). The importance of observing consumers within context is highlighted by Mariampolski (1999), who argues that physical and situational surroundings influence the meaning and significance of behaviours and therefore cannot be separated from the way consumers buy, or how they feel when they do (as cited in Healy, et al., 2007).

The second advantage of direct observations is that they treat people as experts and allow their activities and interactions to structure the research. Thus, the researcher can gain an 'insider's' point of view of a person's experience, and an understanding from that person's perspective, rather than from their own perspective.

Third, direct observations aim to investigate, document and understand the full range of activities, interactions and experiences undertaken. Observations collect in-depth information on what people actually do within a particular environment, rather than paint a partial picture which focuses on researcher defined areas of interest (Healy, et al., 2007). Despite these strengths, observations do have one main limitation. Although observations allow for an understanding of the factors present in the context which influence people, they are limited in their ability to identify the reasons why people choose to do what they do.

Interviews can be used to understand the reasons why people undertake the activities and interactions which constitute their observed experiences from their perspective (Seidman, 2006; Sommer & Sommer, 1997). Interviews allow for information to be gathered which cannot be directly observed, such as: feelings, intentions, the meanings and interpretations people attach to their experiences and past events that are impossible to replicate. Interviews permit the researcher to enter into and make sense of the interviewee's perspective (Merriam, 2009; Patton, 2002). However, the researcher needs to be careful not to let their bias influence the content of the interviews (Healy, et al., 2007).

Using a combination of observations and interviews, referred to as augmented observations (Denzin & Lincoln, 2000), can counteract the limitations of both of these methods. The data collected from observations can be used to structure the topics covered during interviews, minimising researcher bias, whilst interviews can be used to address the limitations of observations through the identification of participants' feelings, intentions and motivations. Thus, a combination of observations and interviews can provide a deeper understanding of the actual experiences consumers have in retail environments, why they chose to undertake these, as well as how these experiences can be improved to the benefit of both the consumer and the retail operator.

Direct observations have been highlighted by Underhill (2009) as an important tool which can provide retail operators with a better understanding of what

consumers do within retail environments and what influences their decisions to make purchases. Underhill's (2009) observational methods involve shadowing consumers in retail environments to record and understand exactly what they do within retail environments; where they go and do not go; how they move around and navigate the environment; what they see and read; what they choose to ignore or do not notice; and how they interact with objects, people and the physical environment. Underhill (2009) argues that what consumers actually do within retail environments is not always obvious.

Underhill's (2009) consumer observational methodology has been developed through 25 years within his company Envirosell, with these methods being described by his company as highly effective at identifying how people, products and spaces interrelate within a large variety of retail environments. Underhill (2009) reasons that direct observations provide retailers with detailed information on how consumers actually use and interact with and in retail outlets, which can be used to substantially increase consumer loyalty and spending (Underhill, 2009). However, Underhill's (2009) work with Envirosell is by nature commercial, meaning that the results and specific methodologies he uses are not widely available.

Despite the inherent commercial, competitive and secretive nature of the retail industry, retail is a growing area of academic research, with many researchers highlighting the importance of observational methodologies as a significant tool for exploring and understanding consumer retail experiences (Dawson, et al., 2008). Direct observations have been emphasised by Sinha and Uniya (2005) to be of particular importance in helping retailers and researchers understand consumer behaviours and experiences. Sinha and Uniya's (2005) research involved the covert observation of 284 participants shopping within a variety of retail outlets. They argue that traditional statistical information on consumer segmentation can help to explain consumers' attitudes, but does not directly explain consumer behaviours within the retail context. This link between consumer behaviour and the retail context is highlighted by Kollat and Willet's (1967) research, which shows distinct disparities between shopping lists consumers bring to help inform their purchases and the actual products or services purchased. Sinha and Uniya (2005) reason that this difference between intended behaviour and actual purchases, occurs due to additional factors

found within the retail environment, with these being best identified through observation.

Rowley and Slack's (1999) observational research into passenger experiences within airport departure lounges is also an important example of how environmental factors influence consumer behaviour. Their research involved observations of passengers at a number of international airport departure terminals. The results from these observations were developed into a series of categories which were then used to characterise passengers' potential sense of timelessness and placelessness (Rowley & Slack, 1999). They argue that a potential feeling of placelessness arises from a lack of opportunities for interaction within the airport environment, the restricted availability of time, and the inherent sameness of airport terminal design. This sameness of design can be argued to be specifically evident within the retail environment due the standardisation of retail operators within most international airport terminals.

Ciolfi, Deshpande and Bannon's (2005) research characterises 'place' as the concept of lived-in spaces. It argues that 'place' cannot be understood in terms of location and physical elements alone, but are defined by the activities and experiences which occur in that 'place'; in other words, the user of an environment defines the identity of the space through interaction and experience (Ciolfi, et al., 2005). Rowley and Slack (1999) argue that the design of the airport terminal is responsible for a lack of interaction among passengers and the terminal building, and that it encourages them to rush through the retail environment, rather than lingering to browse or purchase. However, Rowley and Slack's (1999) research focused on passengers' general airport experience, with little research being completed on what passengers actually do in the retail environment.

Research previously undertaken within the airport context has consistently focused on passenger processing times as a measure of their satisfaction levels (Consumer Protection Group, 2009; Department for Transport, 2007; Myant & Abraham, 2009). Wales et al.'s (2002) research, however, is an important milestone in shifting the focus of airport research from this sole focus on passenger satisfaction rankings based on processing times, to the inclusion of direct observations. Their research highlights that passengers' actively participate within airport terminals and

do not follow defined processing paths; rather, they engage in a wide variety of interactions and activities during processing and discretionary times.

The human-centred research methods used by Wales et al. (2002) include a combination of informal interviews and observations of interactions with staff, information and technology. Their research results highlight the efficacy of using a combination of observations and interviews to document the complex range of passenger activities and experiences within the airport environment, and their interactional effects and influences. However, their human-centred approach concentrates on the user and does not take into account participants' emotions or the social context in which the observations are undertaken. Battarbee and Koskinen (2003) argue that it is essential to acknowledge the social context in which observations occur, as this context directly influences the experiences and emotional responses of participants. Different social contexts-of-use result in different interactions and emotional responses and, therefore, different experiences (Battarbee & Koskinen, 2007).

The human-centred approach has also been criticised by Norman (2005) as it focuses on the user. As a result of this focus, all research results and designs which develop from the human-centred approach will be tailored to the likes and dislikes of a particular group of users, meaning that the design may not be appropriate for everybody. The human-centred approach is, therefore, not suited to the investigation passengers' retail experiences in international departure terminals, as a large range of passenger groups and cultures use these retail environments. The human-centred approach if used in the airport context, would allow for the investigation of only a select group of passengers' retail experiences. An activity-centred approach however, allows for the focus to be shifted from the user to the activities that make up a users' experience.

An activity-centred approach holds that products and systems are situation and activity-dependent. It investigates experiences through understanding the multiple activities which constitute a complete interaction with a product, service or space (Gay & Hembrooke, 2004) and, therefore, investigate how participants interact with these and how social, cultural and emotional factors influence their experiences (Popovic, 2007). Activities are considered as the highest level of task undertaken during an experience, with activities being a coordinated or integrated series of

actions undertaken to complete a goal (Gay & Hembrooke, 2004; Norman, 2005). Through the identification of the many actions and interactions which make up a participant's activities, the activity-centred approach allows for an in-depth understanding of a participants experience in a particular context.

Activities also have the added advantage of being culturally neutral. Activities are not reliant on the person carrying them out, as everyone needs to undertake a certain range of activities to complete a particular goal. This means that the activity-centred approach focuses on the activities of a participant and not the participant themselves. This is particularly important in an international departure terminal context as it allows for the investigation of passengers activities irrespective of their cultural background, as all passengers must undertake a range of activities to complete their ultimate goal of boarding their flight. For example, all passengers need to undertake the same or a similar range of activities to complete the check-in processes and receive their boarding pass. These activities are undertaken no matter the nationality of the passenger.

An activity-centred approach was used by Popovic et al. (2009) in an airport context in an attempt to understand passenger experiences in international departure terminals. This research emphasises how passengers' specific activities and interactions influence their airport experiences, with particular focus on passenger processing (Popovic, et al., 2009). The research also highlights how an activity-centred approach can provide significant insights into how passenger airport experiences can be improved.

Research completed by Kirk (2013) uses an activity-centred approach to investigate and document the full range of activities that passengers undertake during their overall airport experiences. Kirk's (2013) research builds on the methodologies developed by Popovic et al. (Popovic, et al., 2009), focussing on the activities passengers undertake not only during processing periods, but also during discretionary periods. This research included both observations of passengers' airport experiences and retrospective interviews which focussed on these experiences, and provided a deeper understanding of the passengers' airport dwell time experiences (Kirk, 2013). Experiences are subjective and private (Buchenau & Fulton Suri, 2000), and those not involved in the actual experience find that experience difficult to understand (Battarbee & Koskinen, 2007). The findings from Kirk's research

(2013) which provide a deeper understanding of passengers' airport experiences highlight interviews as one method which can be used to understand passengers' observed experiences from their perspective (Seidman, 2006; Sommer & Sommer, 1997).

Kirk's (2013) research highlights that passengers' airport experiences are made up of a complex interaction of thirty activities, which are categorised into eight taxonomic groups. Kirk (2013) argues that passenger experiences can be improved by considering all thirty activities and understanding the interactions between the eight taxonomic groups. Only by considering passengers' entire experiences in the context in which they occur can the quality of these experiences be improved.

Kirk (2013) identifies consumptive or retail activities as one of the taxonomic groups and illustrates the activity-centred approach as an effective method for investigating these activities. Although Kirk (2013) argues that retail activities are an important part of passengers' airport experiences, his research does not fully investigate and document these experiences as the observations focused on what passengers do during their overall airport time, with limited investigation into their retail experiences *per se*. This complete understanding of passenger retail activities is currently missing from the airport literature as a whole. Barber and Durie (2008) argue that this gap is due to the inherent commercial nature of the retail industry, with retail businesses attempting to ensure the confidentiality of the successful and profitable elements of their consumer experiences.

This analysis of observations and interview methodologies shows them to be effective approaches for investigating, documenting and understanding actual consumer behaviours and experiences. Through a combination of observations of passengers' airport retail experiences and interviews investigating these experiences, passengers' actual retail activities and interactions, and the social, environmental and emotional factors which influence them can be documented. The activity-centred approach has also been identified as an effective method to investigate the complete range of activities and interactions passengers undertake during their retail experiences and not just passenger purchases, which are the focus of airport retail literature to date. These methods, therefore, provide a deeper understanding of passenger retail experience than can be gathered through the use of surveys and questionnaires. They also provide an understanding of how these retail experiences

can be improved, and will ultimately benefit passengers, airport management and retail operators. Despite their promise, these methods have not yet been applied in the airport retail environment, thus leaving a significant gap in this research area.

3.3 SUMMARY

There are currently significant gaps in research which aims to understand and qualitatively document the experiences, activities and interactions undertaken by passengers within the retail environments of airports (Popovic, et al., 2009). Barber and Durie (2008) argue that one reason for this gap is the commercial nature of the retail environment. However, to be able to improve passengers' experiences within retail environments of airports and, in turn, to positively influence passenger spending, it is essential that the full range of experiences, made up of activities and interactions undertaken by passengers within these environments are understood.

Current methods used to investigate what passengers do in the airport retail environment predominantly include surveys and questionnaires. These methods have focussed on the purchases made by passengers and a limited range of airport factors which are argued to influence these (Castillo-Manzano, 2009; Chung, et al., 2013; Geuens, et al., 2004; Myant & Abraham, 2009; Skytrax, 2013). However, surveys and questionnaires only provide a partial picture of how passengers use the airport retail environment as they do not allow for information to be collected on why passengers undertake these activities or the retail environment factors which influence their experiences. Surveys and questionnaires are also limited by the questions the researcher decides to ask; meaning that surveys and questionnaires are structured around the researcher's rather than participants' perspective.

Underhill (2009) argues that the most appropriate method for documenting and understanding consumers' experiences is observing exactly what they do while in the retail environment because this context directly influences their actual experiences (Healy, et al., 2007; Underhill, 2009).

A combination of interviews and observations has also been highlighted as an important tool for understanding the reasons why people undertake the activities and interactions which constitute their observed experiences. A combination of observations of passengers' airport retail experiences and passenger interviews are, therefore, highlighted in this chapter as an effective approach to gaining a deep

understanding of passenger retail experiences and how these can be improved. The following chapter now outlines the specific research methods used for this research project and the stages of the research plan.

Chapter 4: Research Design

This chapter outlines the stages of the research plan and the methods used. This is then followed by an explanation of the individual methods and tools used in each of the two field studies which allowed for an in-depth understanding of passengers' airport retail experiences. This chapter also outlines the analysis tools used, and the coding schemes applied to the results of both field studies.

4.1 RESEARCH QUESTIONS

The focus of this research is to identify what passengers actually do during their time in the airport retail environment, and to understand the context in which these are undertaken. Therefore, the main research question is:

- What do passengers do in airport retail environments?

In order to further understand their retail experiences, the two research sub-questions focus on the activities and interactions passengers undertake when in an airport retail environment. These questions are:

- What activities do passengers engage in within airport retail environments?
- What do passengers interact with in airport retail environments?

These research questions address the gap in current knowledge of passenger retail experiences. Their focus allows for a complete understanding of these experiences and the airport-specific factors that influence them, thus providing a new understanding of how passengers use airport retail environments.

4.2 RESEARCH PLAN

The research plan (Figure 4.1) consists of a review of the literature on passengers' airport retail experiences and two field studies which aim to understand what passengers do in an airport retail environment. The literature review was presented in Chapter 2, and a review of current methods used to investigate passengers' airport retail experiences followed in Chapter 3.

Field Study One addressed the main research question by providing an understanding of passengers' retail experiences during their airport dwell time. This field study also provided information on the two research sub-questions by exploring passengers' activities and interactions in the overall airport retail environment.

The information gathered in Field Study One informed the focus of Field Study Two, which investigated how passengers' retail expectations differ from their actual experiences. Both field studies also provided information on how passengers' retail experiences could be improved.

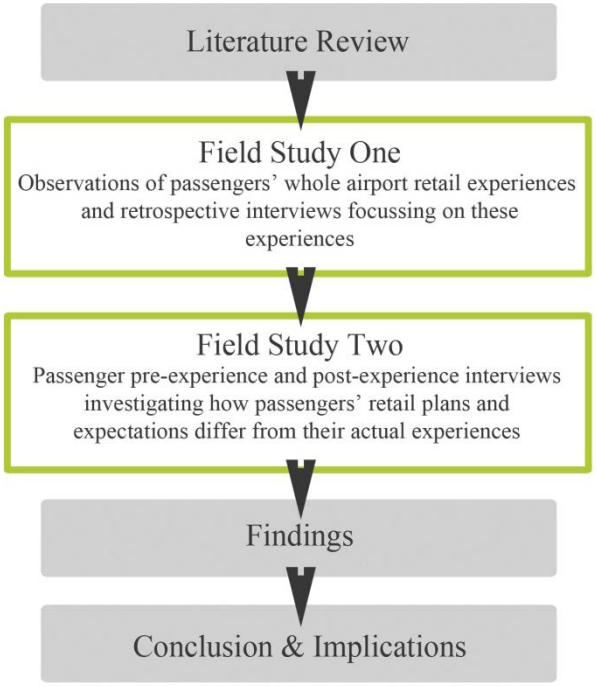


Figure 4.1 Research plan

4.2.1 Field Study One

Field Study One was designed to identify what passengers do in airport retail environments, the retail locations they enter, the activities they undertake, and with whom and what they interact in these locations. These activities and interactions were identified through observations of passengers' entire airport experiences. To fully understand what motivated and influenced passengers to enter particular locations and to engage in certain activities and interactions, retrospective interviews were undertaken. To ensure consistency, all retrospective interviews for Field Study One were conducted within a month of the passengers' return travel dates.

Observation video footage was used to aid passenger recollection during these retrospective interviews.

4.2.2 Field Study Two

Field Study Two used a combination of pre-experience and post-experience interviews which were conducted at the airport terminal on the passengers' date of travel. Pre-experience interviews were conducted with passengers before Check-in to allow for information to be collected on their airport experience expectations and retail plans. Post-experience interviews were conducted with the same passengers on arrival at their departure gate just before their scheduled boarding time, to gather information on their actual airport and retail experiences. Conducting the post-experience interviews on the day of their travel reduced the possibility of inaccurate recollection. Data from these two interviews was then compared to develop an understanding of the influence of passengers' expectations on their actual experiences, and of how their expectation and experiences differed.

4.2.3 Field Study Locations

Three airports were selected to for data collection; Brisbane International Airport, Melbourne International Airport, and Gold Coast Airport. These three airports were chosen due to their involvement in the Australian Research Council (ARC) funded project 'Airports of the Future'. The research focussed on the retail experiences of passengers within their international departure terminals.

The international departure experience was chosen (over the arrivals experience) as the focus of this research project for three main reasons. First, passengers spend a larger amount of dwell time in the international departure terminals because airports and airlines request that passengers arrive two to three hours before their scheduled flight departure (Gold Coast Airport, 2013; Melbourne Airport, 2013); at domestic departure terminals, on the other hand, passengers are requested to arrive only thirty minutes before their scheduled flight departure. This extended amount of dwell time at international departure terminals means that passengers have longer periods of discretionary time and, therefore, more opportunity for retail experiences. Second, the arrivals area has far fewer retail opportunities for passengers as only one retail outlet, duty free, is contained in this area. Third, observations of passengers' retail experiences would be hindered in the

majority of the international arrivals area as it is a government-controlled customs area, with enforced videorecording restrictions. These three factors would mean that significantly less passenger retail experience data could be collected during passengers' international arrivals experiences.

4.3 RESEARCH METHODS

Data collection methods applied in this research included direct observations and interviews. Observations are widely used within retail research, and are highlighted as a significant tool for exploring and understanding consumer behaviours and experiences (Dawson, et al., 2008; Sinha & Uniyal, 2005; Underhill, 2009). Despite this, very little research has used direct observation to explore the behaviours and experiences of passengers in airport retail environments. Most of the literature on passenger airport experiences focuses on passenger processing periods (Consumer Protection Group, 2009; Department for Transport, 2007; Myant & Abraham, 2009); only limited airport retail research that focuses on passenger purchasing and spending is currently available (Graham, 2009).

Underhill (The New Yorker, 2008) is one researcher who has implemented direct observations of passengers within airport retail environments. Underhill's (The New Yorker, 2008) research shows that direct observations can be used to gather detailed information on how consumers actually undertake activities and interact in these contexts. However, not much is known about Underhill's (The New Yorker, 2008) research methodology as this research was completed by the retail research company Envirosell. Research completed by Kraal et al. (2009) and Popovic et al. (2009) on passenger airport experiences, however, videorecorded direct observations. This allowed for detailed analysis of the observation footage to be conducted at a later stage. Both Kraal at al. (2009) and Popovic et al. (2009) focussed on passengers' processing experiences. This project uses similar videorecorded observation methods for the in-depth investigation of passengers' retail experiences, and focuses on how passengers use the retail environment during their overall airport experience. This approach not only allows for an in-depth understanding of passengers' retail experiences, but also for an understanding of how their airport and retail experiences impact each other.

Interviews were also used in this research project to collect data on the motivations for, and influences on, passengers' retail activities and interactions, as observations alone are not sufficient. Interviews were used to augment observations, as interviews allowed for information to gathered which could not be directly observed (Patton, 2002). Through the combination of observations and interviews (referred to as augmented observations) a deeper understanding of not only how passengers experience airport retail environments, but also their motivations, intentions and interpretations of these experiences was identified. The strength of augmented observations comes from how, when combined, observations and interviews lessen the each other's limitations. For example, observations provide only a partial understanding of the reasons why participants do what they do, however this is a particular strength of interviews (Table 4.1).

Table 4.1 Observation and interview's strengths and limitations

Method	*Strengths*	*Limitations*
Observations	-Occur in context meaning that the data collected can be linked to the physical, emotional, behavioural, social and cultural factors which impact participants in that specific environment (Healy, et al., 2007) - Allow for in-depth data to be collected on what participants actually do in a particular environment (Healy, et al., 2007) - Treat participants as experts - Allow participants' activities and interactions to structure the focus of the research (Healy, et al., 2007)	- Limited in their ability to identify the reasons why people do what they do
Interviews	- Allows for information to be gathered that cannot be directly observed – feelings, intentions and motivations (Patton, 2002) - Identifies the reasons why participants do what they do during their observed experiences (Seidman, 2006; Sommer & Sommer, 1997)	- Potential to be directed by the researchers' area of interest (Healy, et al., 2007)

The significant benefits of combining observation and interview methods are highlighted by Wales et al.'s (2002) research into airport experience. Through a combination of these methods, Wales et al. (Wales, et al., 2002) were able to gather data on a complex range of airport staff activities, interactions and experiences and their interrelationships. Both pre-experience and retrospective interviews were selected for this project. Pre-experience interviews were conducted before the passengers started their airport experience, allowing for information to be gathered about their expectations. Retrospective interviews were completed after the passengers' airport experiences and gathered information about their understanding of, and motivations for, their retail activities and interactions (Langdon, Lewis, & Clarckson, 2007, 2009; Merriam, 2009).

Two potential limitations associated with interviews include inaccuracy of participant recollection and researcher bias. As retrospective interviews are completed after the event actually occurs, recollection can potentially be inaccurate (Padgley, 2007); however, Kuusela and Paul (2000) argue that this inaccuracy can be counteracted by conducting retrospective interviews as soon as possible after the event. For this reason, all retrospective interviews in this research were conducted as soon as possible after each observation. To reduce the potential for researcher bias to impact upon the data collected during the interviews, whilst ensuring the interviews provided in-depth information about each individual participant's retail experiences a combination of interview protocols was used. A general or semi-structured interview guide was developed for the interviews conducted in both Field Study One and Two, with these guides containing standardised open-ended interview questions. A general interview guide was developed to ensure that the same areas of information were covered in each interview, whilst allowing for a degree of flexibility (Merriam, 2009; Seidman, 2006). This flexibility meant that the researcher could ask only those questions relevant to the expected (pre-experience interviews) or actual (retrospective interviews) retail experiences of each individual participant - as each participants' airport retail experience differed depending on the retail activities and interactions they expect or actually undertake - (discussed further in Section 5.2.4, 7.1.3 and 7.1.4). Standardised open-ended interview questions were carefully planned in the interview guides, ensuring that the questions passengers were actually asked were identically worded and allowed for open-ended responses. Open-ended

questions were used as they allow participants discuss fully express their expected and actual retail experiences in as much detail as they desire (Gall, Gall, & Borg, 2003; Merriam, 2009).

This section has shown that observations and interviews are the most appropriate methods to understand passengers' retail experience, as they allow for complex and detailed data to be collected in addressing the research questions.

4.4 ANALYSIS

As described in Section 4.2, two data collection methods were used to understand passengers' retail experiences: observation and interview. Two software programs were chosen to allow for in-depth analysis of the data: Noldus The Observer (Noldus, 2011), and Atlas.ti (Lee & Kacen, 2008).

Noldus The Observer (Noldus, 2011) allowed for coding of the observational data. The coding scheme was developed before analysis began, with further development of the scheme occurring throughout the analysis process. To ensure research rigor, a 'blind' researcher also coded the video footage (Section 4.6).

Atlas.ti (Lee & Kacen, 2008) was utilised to code interview transcripts collected from both field studies. All interviews were recorded using a digital voice recorder, and the audio tracks were transcribed verbatim. These transcripts were then uploaded and coded in Atlas.ti (2008). The coding scheme applied to interview transcripts from both field studies was developed by the researcher after the interviews and complemented the coding scheme developed for the observation footage. Analysis of data output from Atlas.ti (2008) for Field Study One focused on the overlapping or co-occurrence of specific codes. Analysis for Field Study Two, however, focussed on the codes and number of codes applied to the pre-experience and post-experience interviews and how these differed. Interviews were also coded by a 'blind' researcher to ensure research rigor (Section 4.6).

4.5 CODING SCHEMES

The coding schemes used in both Field Study One and Two were developed by the researcher to directly reflect the data collected from the observations and interviews. This included codes to reflect their actual retail experiences such as the locations passengers entered in the airport terminal, all of the retail activities and

interactions they completed, and purchases made. Codes were also developed to capture how passengers described the expected and actual retail experiences such as reasons for planning or actually entering a retail location. Although the coding schemes for both field studies were developed with similar foundations, some differences do exist. These differences, and each of the field studies coding schemes, are outlined and explained in detail in their respective chapters (Field Study One – Section 5.4.1 and 5.4.2, Tables 5.1 and 5.2, and Field Study Two – 7.2, Table 7.1). Two main coding levels were developed for the analysis of both field studies: (i) location and (ii) activity and interaction.

4.5.1 Location level coding

The first level of coding developed was for the locations in the airport terminal that passengers were observed to enter, or which they described during the interviews. The specific locations that passengers could enter were dependent on the terminal they were departing from. All three terminals did, however, have the same three processing domains: Check-in, Security and Customs.

These three domains were delineated by physical borders such as bollards, doors, floor markings, or a change in level. These physical borders allowed for clear boundaries when coding processing domain locations. Connected with the Check-in domain is the oversized baggage location, where passengers must take Check-in luggage deemed too large by their airline. This location is coded separately from the Check-in domain as it is physically removed some distance from the Check-in desks at all three terminals. Also consistent at all three terminals were the landside and airside location codes, with the landside area being defined as beginning when passengers entered the airport terminal and ending at the beginning of the LAGs Security domain. The airside area was defined as beginning when passengers entered the LAGs Security domain and ending when they completed processing at their departure gate and boarded their flight.

At all three terminals, passengers were seen to enter the retail environment, which included both seating areas and retail outlets. A seating area was defined as ‘any seating location which was not directly included in a retail outlet or departure gate’. The retail outlets that passengers entered were grouped into six categories:

i) Eatery – retail outlets that primarily sell food and beverage products

ii) Newsagency – retail outlets that primarily sell reading materials, stationery and Australiana souvenir products

iii) Duty free – retail outlets that sell products exempt from duty tax

iv) Fashion – retail outlets which primarily sell fashion clothing and accessories

v) Service – retail outlets which provide non-financial services, i.e. internet kiosks

vi) Finance – retail outlets which provide only finance related services, i.e. currency exchange kiosks

Related to, but not included in, the retail environment is the tax refund service location, where passengers reclaim the tax on products bought in Australia. In this location, passengers present a retail purchase they have made outside of the terminal and receive an Australian Government tax refund.

Passengers were also seen to enter departure gate locations, with these being defined as 'areas of seating located next to aerobridge entrances where passengers board their flights'. The final location code was the bathroom, with this area coded as 'starting when the passenger entered the corridor to the bathroom facilities and finishing when they exited this same corridor'.

4.5.2 Activity and interaction level coding

Activity and interaction codes were dependent on what passengers were seen to be doing during the airport observations, or on what was discussed during the interviews. Activity codes included all the tasks passengers undertook in retail locations. Interaction codes included all the items or people passengers had a direct physical or verbal interaction within in these locations. Interactions with purchased products while passengers were in non-retail locations were also coded.

4.5.3 Research rigor

To ensure that no researcher bias occurred, 20% of both the observation videos and interviews were coded by a 'blind' researcher. Twelve of the sixty observation videos were coded in this way, and resulted in a 100% correspondence with the original coding of the 'location' coding scheme level. A slight difference in times was found for the coding of the 'activity and interaction' level; however, this was a

minor discrepancy of only a few seconds. The total number of 'activity and interaction' codes undertaken was equal. The difference between the two coders for the observations was less than 5%.

A difference of 5% was also found between the two coders for the 20% of interviews which were coded by the 'blind' researcher. These differences were resolved through clarification of the definitions for each coding scheme level.

4.6 LIMITATIONS

Passengers' retail experiences may have been affected by their being conscious of the researcher following and filming them in the airport terminal; however, this was unavoidable as ethics requirements do not allow for passengers to be recorded without their knowledge. To ensure minimal impact, the researcher maintained a distance of five to ten metres at all times during the videorecording. This approach allowed the researcher to keep any form of interaction with the passenger to an absolute minimum, while still allowing quality video footage to be recorded.

Researcher bias was identified as a potential limitation of this research project. The researcher undertook the observations, developed the coding scheme, and completed the coding. This intense level of involvement with all stages of data collection and the development of the coding scheme could potentially lead to researcher bias during the analysis stage. As outlined in Section 4.6, to counteract this, a 'blind' researcher recoded 20% of the observations and interviews, and a less than 5% difference was found.

4.7 SUMMARY

This chapter has outlined the research plan, overall methodology, research question and sub-questions used in this research. A brief summary of the tools used and the two main coding scheme levels - 'location' and 'activity and interaction' - which were applied to both field studies have also been presented. The specific methods used for each field study, and the study results, are discussed in detail in the following chapters. Chapter 5 and 6 outline Field Study One, and Chapter 7 outlines Field Study Two. A discussion of the combined results of these two field studies then follows in Chapter 8.

Chapter 5: Field Study One - Methods and Results

This chapter presents Field Study One: its research methods, the passenger recruitment process, and the procedure used for the collection of data on passenger retail experiences. This is then followed by an outline of its results and the analysis of these results. A discussion of this analysis follows in Chapter 6.

5.1 RESEARCH QUESTIONS

Field Study One focussed on the main research question:

- What do passengers do in airport retail environments?

And on the two research sub-questions:

- What activities do passengers engage in within airport retail environments?
- What do passengers interact with in airport retail environments?

This field study was designed to investigate what passengers actually do in airport retail environments (thus addressing the main research question). This included the investigation of retail locations passengers entered, the activities they undertook (thus addressing research sub-question one), and with whom and what they interacted (thus addressing research sub-question two). What passengers actually do during their overall airport retail experiences is not addressed in the currently available research (Caves & Pickard, 2001; Goetz, 2004; Kazda & Caves, 2007; Yeh & Kuo, 2003).

5.2 METHODS

Field Study One consists of three stages: (i) passenger recruitment, (ii) observations, and (iii) retrospective interviews. Two passenger recruitment methods were used, with sixty passengers agreeing to participate in the observations. Observations were focussed on the retail activities and interactions undertaken by passengers during their overall departure terminal experience. Retrospective

interviews were then conducted with passengers to determine their motivations for the retail activities and interactions observed.

5.2.1 Participants

Sixty passengers in total were observed, twenty at each of the three terminal locations: Brisbane, Melbourne and Gold Coast International Airports. Passenger departure times ranged from 9:00am to 23:20pm, and their destinations included South East Asia, Europe, and North America (Appendix A). Thirty-six passengers participated in retrospective interviews. The remaining twenty-four either declined to participate, or were unable to be contacted after the completion of their airport observation.

5.2.2 Passenger recruitment

Two passenger recruitment methods were used for Field Study One. Passengers were recruited either in advance or on the day of travel, depending on which airport location they were departing from. Participation at Brisbane Airport was sought in advance through: email advertising within QUT, advertising posters which were distributed throughout various coffee shops in Brisbane's CBD and QUT Gardens Point campus, a private Facebook invitation page, and through word-of-mouth. All of these advertising mediums included general information about the research project, details about the methods used, and the researcher's contact details.

Potential participants who responded to these advertisements were screened to ensure that they did not plan to use an airline frequent flyer lounge during their airport experience. Passengers in this category were excluded from participating because they are less likely to enter retail locations as airline lounges provide food and entertainment, and thus remove passengers from general terminal areas. Once passengers were screened and agreed to participate, details about their flight date, departure time, airline and flight number were requested; they were also asked to sign consent forms (Appendix B). The consent form requested that the passenger participate in both the airport observation and a retrospective interview.

Participation at both Melbourne and Gold Coast airports was sought on the day of travel by approaching potential participants in the terminal before they entered the Check-in domain. They were provided with a flyer outlining general information about the research, the methods used, and the researcher's contact details (Appendix

C). These passengers were also screened to ensure that they were not planning to use a frequent flyer lounge. As was the case for Brisbane Airport, information was then requested about their departure time, airline and flight number, and they were asked to sign a consent form (Appendix B). All participants were informed that they could withdraw from the research at any stage.

5.2.3 Observations

Passenger observations involved the researcher following each participating passenger from a discreet distance while video recording their entire airport experience. To prevent disruptions to the video recording, it was officially authorised by the participating airports, and staff at all airport domains were informed in advance of the researchers' presence and video recording.

On the day of travel, Brisbane passengers were met by the researcher outside the airport terminal and were again briefed about the observation process. Observations and video recording began once the passenger entered the terminal. At both Melbourne and Gold Coast Airports, passengers were briefed about the observation procedure during the recruitment process. Observations at these two terminals began once the passenger had signed the consent form just inside the airport terminal, before commencing Check-in. Passengers at all three terminal locations were observed throughout their entire airport experience. This ensured that all interactions undertaken within all possible airport retail environments were captured (thus addressing the main research question). Recording was stopped only when passengers were processed at Boarding and entered the aerobridge to the plane.

During the observations, the researcher mostly maintained a distance of approximately ten to fifteen meters; however, she needed to reduce this distance in certain retail locations to maintain line of sight with the passenger among product display layouts. This approach allowed the researcher to record in detail all of the activities and interactions passengers carried out in retail locations (thus addressing both research sub-questions). No video footage was recorded while passengers were in the three airports' Customs domains or while they were using bathroom facilities. During these times, the researcher stood at a distance, continuing to video record while obscuring the camera lens. This ensured that recording was not interrupted and that real time data was collected throughout passengers' airport experiences.

If passengers were travelling with others, either travel companions (ticket-holding companions) or wavers (non-ticket holding companions), the researcher recorded these companions, but only when they were with the passenger. Retail staff members and other non-companion passengers (unknown to the participating passenger) were also filmed when they interacted with the passenger. This allowed the researcher to gather data about whom passengers interacted with in the airport retail environment (thus addressing research sub-question two).

5.2.4 Retrospective interviews

Passengers were contacted three weeks after their date of travel to participate in a retrospective interview. Passengers who departed from both Melbourne and Gold Coast Airports were notified that they would be asked to view a number of short YouTube videos of their airport experience during this interview; for this reason, these passengers were informed that they would require the use of a computer and Internet access to complete the interview.

On the day of each interview, an email was sent to the passenger to remind them of the agreed interview time (Appendix D). For Melbourne and Gold Coast passengers, this email included secure links to short observation video clips (Appendix D). These video clips were uploaded and played through the researcher's private YouTube channel. YouTube was used for two reasons: it is a common and easily accessible internet website used globally by the general public; and it allowed the researcher to upload videos and to restrict their visibility to the researcher and the interviewee only. These video clips highlighted interesting individual passenger activity; this was used as a basis for the interview questions, and also reminded the passenger of exact events as they occurred on the day of travel. Video clips were introduced after the completion of Brisbane passenger retrospective interviews. These interviews highlighted the benefit that short reminder video clips could provide and were, therefore, used during the retrospective interviews for both Melbourne and Gold Coast passengers.

During the interviews, passengers were asked to recall and explain specific retail activities and interactions which they undertook during their airport experiences. This allowed the researcher to gather information on the factors which influenced and motivated these retail activities and interactions. To ensure consistency of the interview process, the researcher used a semi-structured script

(Appendix E), with interviews being conducted over the phone or via Skype, and being recorded and transcribed at a later date.

5.3 ANALYSIS TECHNIQUES

This section presents the data analysis techniques used for Field Study One, with detailed explanation of the coding schemes used in the analysis. Coding of each observation was completed within three weeks of the day of recording. This timeline ensured that the researcher could develop a retrospective interview script and complete each passenger's retrospective interview within a month of their departure. Retail activities and interactions coded during observation analysis formed the basis for the retrospective interview questions. One researcher completed all the coding of Field Study One; however, to ensure rigour of this coding process, a 'blind' researcher was used (Section 4.6).

5.3.1 Observation analysis

After the completion of each observation, the video footage was coded using Noldus the Observer software (Noldus, 2011). The coding scheme was developed with four levels, as illustrated in Table 5.1. (A complete list of the codes applied to the observation footage and their definitions can be found in Appendix F.)

Each level was coded concurrently as the passengers progressed through the departure terminal, with the macro level being applied first. Two codes are included in this macro level: 'processing' and 'discretionary'. Passengers engaged in processing activities when in the Check-in, Security or Customs processing domains. In these domains, the processing code was location-dependent. Passengers also engaged in processing activities when their flight was called for boarding. At this stage, the processing code is not location-dependent but determined by the passenger's airline. Passengers engaged in discretionary activities when not in a processing period.

'Processing' and 'discretionary' codes were applied to the complete observation footage; for example, 'processing' was coded when the passenger engaged in processing activities in the Customs domain. When the passenger left this domain and entered the airside area, the 'discretionary' code was applied, as the passenger was no longer undertaking processing activities. This 'discretionary' code was only ended when the passenger's airline called them for Boarding, and the

'processing' code was then applied to the video footage. This was the final time that the 'processing' code was applied, and continued until the passenger boarded their flight and the observation ended.

Table 5.1 Observation coding scheme

Coding levels	*Codes*	
Macro Experience Level	- Processing - Discretionary	
Location Level	- Landside areas - Airside areas - Oversized baggage - Seating areas - Bathroom - Tax refund service	
	- Processing Domains	- Check-in - Security - Customs - Departure gate
	- Retail Locations	- Eatery - Newsagency - Duty Free - Fashion - Service - Finance
Activities and Interactions Level	- Retail navigation - Sitting - Waiting - Purchasing - Social interactions	- Entertainment - Visual interaction with products - Physical and visual interaction with products
Purchase Type Level	- Alcohol - Beauty - Beverage - Food - Clothing/accessories	- Confectionary - Electronic - Reading material - Service - Other

'Location' and 'activity and interaction' level coding was dependent on where the passenger actually went and what they did during their retail experiences, as outlined in Section 4.5. Coding of locations, activities and interactions occurred as the passenger moved through the airport; for example, during an actual airport experience, a passenger and their companion were seen to spend time sitting in an airside eatery location, talking and drinking coffee. This was coded in Noldus Observer as the passenger in an 'airside' and 'eatery' location, while 'sitting'

'accompanied', 'interacting with companion', and 'consuming' a purchased product (as illustrated in Figure 5.1).

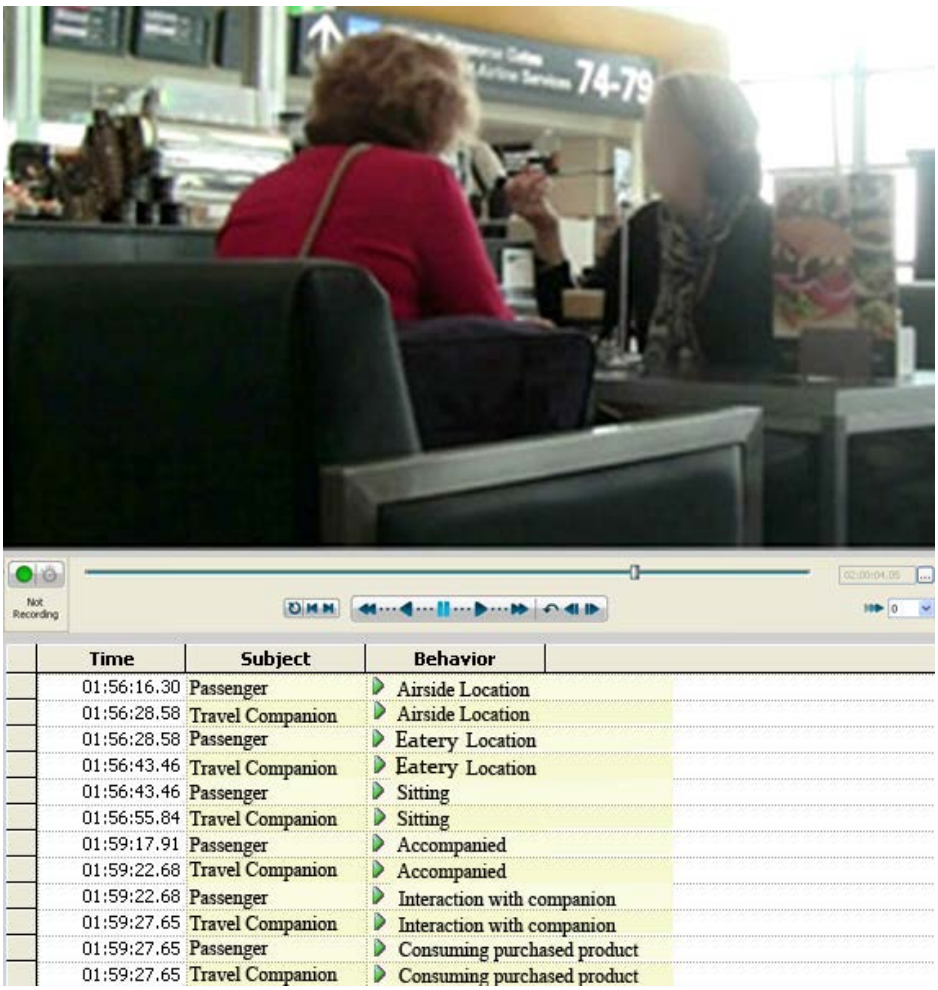


Figure 5.1 Example of coding scheme application to observation footage

The sixty passengers in Field Study One were observed to undertake over seven thousand individual retail activities and interactions during their airport experiences (thus addressing the main research question), and these were categorised into thirty-six different types. The example outlined above (Figure 5.1), identifies three of these thirty-six types of retail activity and interactions: 'accompanied', 'interaction with companion' and 'consuming'.

'Purchase type' coding was dependent on whether or not the passenger made a retail purchase, and included ten different categories of retail products. If passengers were accompanied by travel companions or wavers, these companions' activities and interactions were also coded whilst they were with their passenger. (Further details about how this coding scheme was set up and applied can be found in Appendix G.)

Data generated through the use of Noldus the Observer was analysed as either the average:

- time spent in location or undertaking activity or interaction
- percentage of dwell time or discretionary time spent in locations, or undertaking activities and interactions, or
- amount of money spent

The average time or money spent was calculated by using the number of passengers who were coded entering the location, who undertook an activity or, interaction, or who made a retail purchase. The number of passengers is presented as '*n*'.

5.3.2 Retrospective interview analysis

All retrospective interviews were recorded, transcribed and then coded using Atlas software (Atlas.ti, 2010). The coding scheme for the interviews was developed with six levels, as illustrated in Table 5.2. (A complete list of the interview codes and their definitions can be found in Appendix H.)

These coding levels were dependent on what the passengers discussed during their interviews. For this reason, the macro level was not included in the retrospective interview coding scheme, because passengers were not asked to discuss their experiences in processing domains. Coding was applied to the interview transcripts as passengers discussed their retail experiences. During a retrospective interview, for example, a passenger discussed an airside duty free retail experience. This passenger discussed entering duty free to look at '*what was available in the alcohol, and we realised that there wasn't any difference in the price we could have at home'*. This was coded in Atlas as the passenger in an 'airside' and 'duty free' location, entering with the purpose of 'browsing', and describing a 'negative' retail experience. (Further details about how this coding scheme was set up and applied can be found in Appendix I.)

During the retrospective interviews, passengers described ten different types of retail activities and interactions (Table 5.2). During the coding of these, purchases were categorised into four different types: (i) planned purchases, (ii) partially planned purchases, (iii) impulse purchases, and (iv) non-purchases. 'Planned

purchases' were described as purchases that were entirely decided upon before entering the airport; 'partially planned' purchases were described as purchases that had been only partially planned before entering the airport; 'impulse purchases' were described as being completely decided upon only after entering the airport; and 'non-purchases' were coded when a passenger described choosing not to make a purchase.

Table 5.2 Interview Coding Scheme

Code Levels	***Codes***	
Location Level	- Landside areas - Airside areas - Oversized baggage - Seating areas - Bathroom - Tax refund service	
	- Processing Domains	- Check-in - Security - Customs - Departure gate
	- Retail Locations	- Eatery - Newsagency - Duty Free - Fashion - Service - Finance
Activities and Interactions Level	- Purchase - No purchase - Planned purchase - Impulse purchase - Sitting	- Consuming purchase - Using purchase - Staff interaction - Waver interaction - Travel companion interaction
Purpose Level	- Browsing - Purchasing - Comfort - Convenient location	- Personal preference - Wasting time - Asking for directions
Purchase Type Level	- Dollar amount - Alcohol - Beauty - Beverage - Food - Clothing/accessories	- Confectionary - Electronic - Reading material - Service - Other
Reason for Purchase Level	- Entertainment - Personal	- Gift - Sale/price
Experience Type Level	- Positive - Negative	

Four additional coding levels were developed for the interview coding scheme: (i) experience type, (ii) purpose, (iii) reason for purchase, and (iv) purchase information. 'Experience type' focussed on how the passenger described both individual retail experiences and their overall airport experience, with their experience types being coded as either 'positive' or 'negative'.

'Purpose' and 'reason for purchase' code levels allowed for the coding of passengers' explanations of why they chose to enter a specific retail location or seating area, or why they made a retail purchase. 'Purchase information' included all codes pertaining to information about passengers' retail purchases, such as product type and amount paid.

5.4 RESULTS

The following section outlines the results from Field Study One, gathered at the three international airport terminals through both observations and retrospective interviews. Outlined first are the results that address the main research question: What do passengers do in airport retail environments? The two research sub-questions are then addressed through a discussion of passengers' activities and interactions. This is followed by an exploration of how the retail experiences of passengers were seen to differ in the two sections of the airport, landside and airside.

5.4.1 What passengers do in airport retail environments

On average, the sixty passengers spent just under two hours (1 hour 53 minutes) in the airport terminal, from entering the terminal until boarding their flight (airport dwell time). Passengers' dwell time varied among the three terminals (Figure 5.2), with passengers at Gold Coast Airport spending (on average) less airport dwell time than passengers at the two other airports.

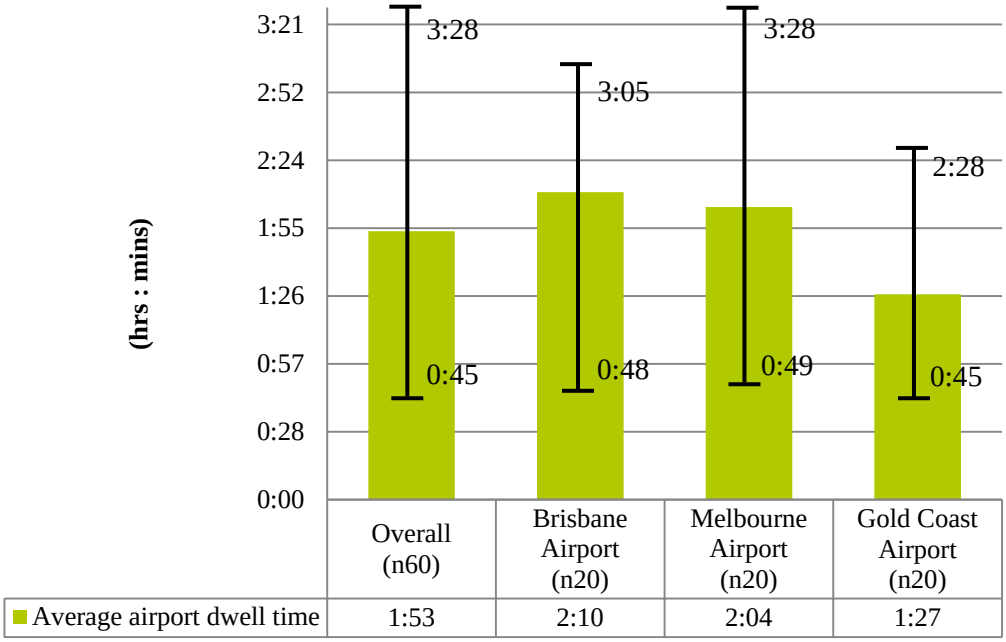
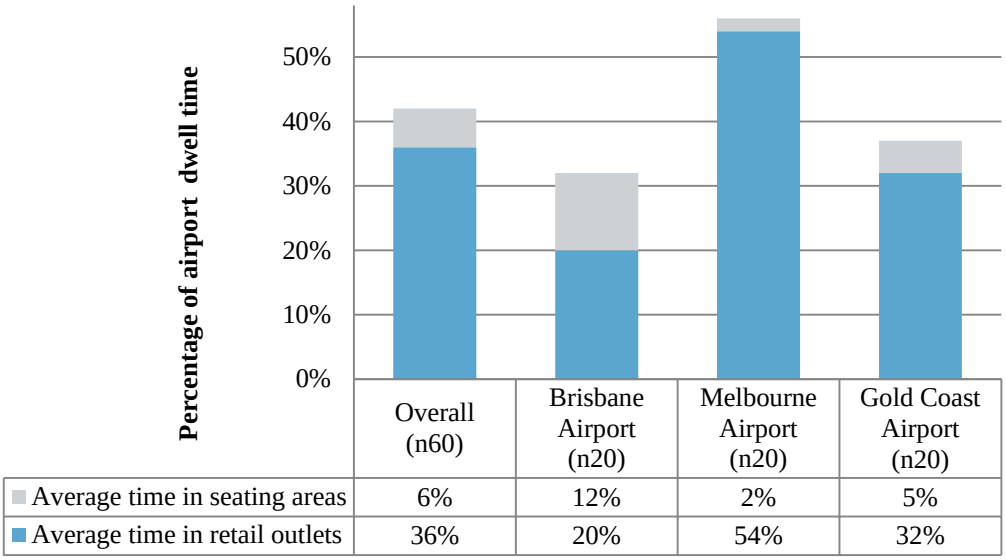


Figure 5.2 Passengers' average airport dwell time

Passengers' airport dwell time was categorised as either 'processing' or 'discretionary' time. 'Processing time' is defined as any time a passenger is involved in an activity which needs to be completed to provide them with the permission to board their flight. Processing activities include the completion of Check-in, Security, and Customs domains, and the completion of Boarding. 'Discretionary time' is defined as any time a passenger spends undertaking an activity which is not considered as 'processing'. During discretionary time, passengers may undertake a variety of activities including browsing retail locations, waiting at their departure gate for their flight to be called, or socialising with wavers and travel companions. Passengers spent, on average, 35% of their overall dwell time undertaking processing activities, and 65% of this time undertaking discretionary activities.

The retail environment

While in the airport terminal, passengers spent, on average, 42% of their dwell time in the retail environment, including both retail outlets and seating areas. Figure 5.3 shows that passengers at Melbourne Airport spent the largest proportion of airport dwell time in retail locations, and the least in seating areas.



	Overall (n60)	Brisbane Airport (n20)	Melbourne Airport (n20)	Gold Coast Airport (n20)
Average time in seating areas	6%	12%	2%	5%
Average time in retail outlets	36%	20%	54%	32%

Figure 5.3 Passengers' average airport dwell time spent in the retail environment

While in the retail environment, passengers entered into six different retail outlet categories (Table 5.1). Of these outlets, passengers entered duty free retail locations most frequently.

During the retrospective interviews, passengers described seven different reasons for entering retail locations: (i) browsing, (ii) wasting time, (iii) to purchase, (iv) utilising a convenient location, (v) comfort, (vi) a personal preference for the location, and (vii) asking for directions. Of these, entering a retail location with the purpose of browsing was the most common reason described. Closely linked to browsing, was the purpose of wasting or filling time. Passengers described browsing retail locations as a form of entertainment which they used to fill large gaps of free time; however, they focussed more on the activity of filling in time and less on the significance of the actual retail locations they entered, or the products they stocked (Figure 5.4).

Look I think we decided with the time on our hands we would basically go into every store pretty much. So um I can't remember if we were looking for anything in particular, I think it was, just you know, to kill time.

Figure 5.4 Passenger 13 discussing browsing to fill time

As well as in retail locations, passengers spent time in seating areas included in the retail environment. A 'seating area' is classified as 'any area with seating other than departure gate seating areas'. A clear example of this type of seating area can be seen on the landside of Brisbane Airport (Appendix J). Although seating areas are

not directly incorporated in retail locations, they were seen to play an important role in passengers' retail experiences, as discussed in Sections 5.5.2 and 5.5.3.

Retail activities and interactions

Passengers were observed to undertake thirty-six retail activities and interactions during their airport dwell time. Table 5.3 illustrates that passengers completed nine different types of retail activities, with these being grouped into four categories (thus answering the first research sub-question). (Definitions of the activities grouped within these four categories can be found in Appendix F.)

Table 5.3 Categorisation of passengers' retail activities

Activity Category	*Individual activities*	*Locations*
Purchasing	- Queuing - Standing at register - Packing - Payment exchange - Receiving purchase	- Retail outlets
Retail navigation	- Walking with purpose - Walking whilst browsing	- Retail outlets
Sitting	- Sitting down	- Retail outlets - Seating areas
Waiting	- Waiting for companion to complete task	- Retail outlets - Seating areas

Passengers also undertook twenty-seven different types of retail interactions, with these being grouped into five categories (as illustrated in Table 5.4, thus answering the second research sub-question). (Definitions of the interactions grouped within these categories can be found in Appendix F.) The results show that passengers can engage in a wide range of retail activities and interactions during their time in the airport terminal, with Table 5.4 illustrating that retail experiences are not isolated to retail outlets. Passengers also undertake retail experiences in retail-related seating locations and in non-retail locations. Passengers undertake sitting and waiting activities in seating areas, as well as social, entertainment and purchased product interactions. Passengers were also seen to interact with purchased products in non-retail locations, as they moved through the terminal and whilst waiting at their departure gate.

Table 5.4 Categorisation of passengers' retail interactions

Interaction Category	*Individual activities*	*Locations*
Social interaction	- Companion interaction - Accompanied by companion - Staff interaction - Customer interaction	- Retail outlets - Seating areas
Entertainment	- Interaction with personal product	- Retail outlets - Seating areas
Visual interaction with products	- Looking at product display - Crouching - Reading menu - Reaching - Searching - Writing	- Retail outlets
Physical interaction with products	- Touch - Pick-up - Investigating product - Testing - Tries on - Carries - Places in trolley - Pushes Trolley - Carries basket - Receiving non-purchase - Passes product to companion	- Retail outlets
Purchased product interactions	- Consuming - Removing packaging - Throw in bin - Using - Adding to food/beverage	- Retail outlets - Seating areas - Non retail locations

Purchasing

In total, 78% (*n47*) of passengers made a purchase during their airport dwell time. These purchases were categorised into ten groups, with beverages being the most common type of product purchased (Table 5.1, 5.2 and Appendix F). Passengers who made retail purchases spent, on average, just over $67 during their overall airport dwell time. Figure 5.5 illustrates the amount of money spent by each passenger in relation to the total amount of discretionary time they spent in the airport terminal; with no direct linear relationship between these two factors being seen. This lack of relationship is demonstrated by the following examples. Passenger 3 (P3) who spent the largest amount of money of all passengers observed ($314)

during his two hours and eighteen minutes discretionary time; however, P2 spent the second highest amount of money ($200) in only twenty five minutes of discretionary time. In contrast, both P56 and P21 chose not to make any retail purchases and, therefore, spent $0. P56 spent a similar amount of discretionary time as P3 (at 1 hour and 55 minutes) in the airport terminal, while P21 spent closer to the discretionary time of P2 (at 24 minutes). These findings show that, for the sixty passengers observed in this field study, the relationship between overall airport discretionary time and money spent in the retail environment is not as simple as a direct linear relationship.

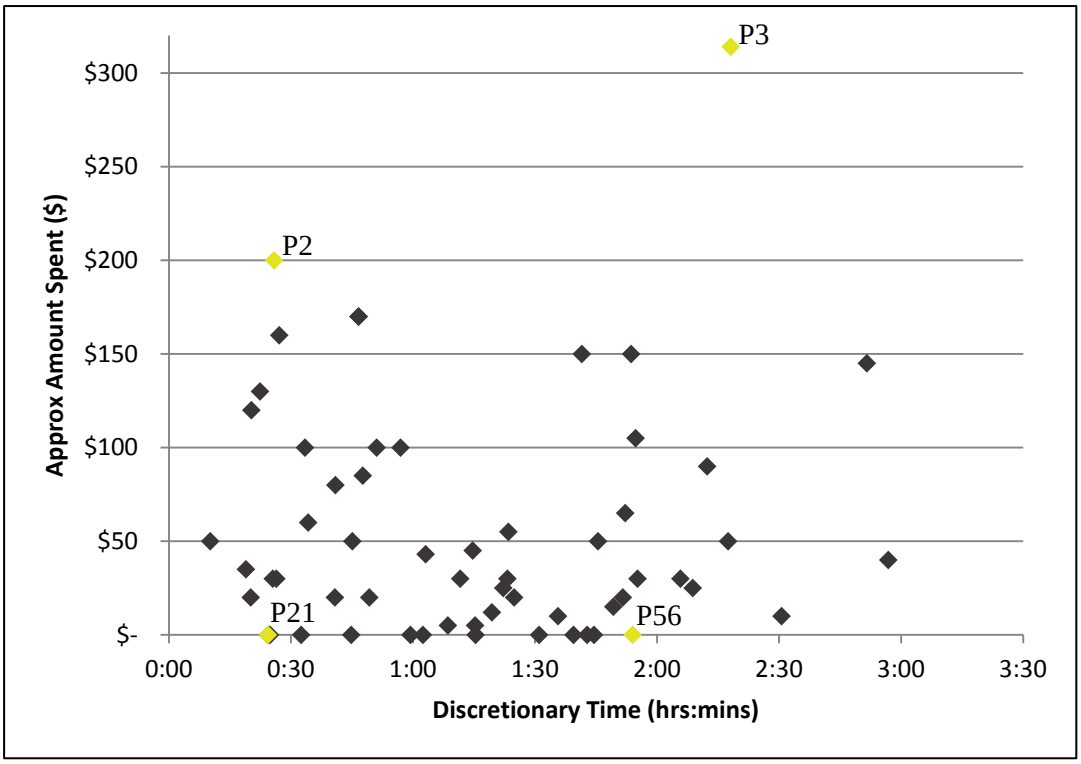


Figure 5.5 Passengers' retail spend compared to discretionary time

During the retrospective interviews, passengers described their retail purchases as being either 'planned', 'partially planned' or 'impulsive'. 'Planned purchases' were coded when passengers described a purchase as having been completely decided upon before entering the airport terminal, including the decisions about the exact product and brand, and the price they intended to pay. 'Partially planned purchases' however, were purchases where the passenger had only decided on some of their purchase elements; for example, product type and brand, but not the price or choice of retail outlet (Figure 5.6). Partially planned purchases always included at least one element which the passenger had not decided upon before entering the

terminal. This undecided element was heavily influenced by factors in the airport terminal on the day of travel, including product range stocked, staff input, price, and amount of available time. Passengers often described a partially planned purchase as something they made through habit; in other words, a purchase they had not consciously thought about but which they would normally make during an airport experience if time allowed.

> *That was pre-planned, but which magazine wasn't. I kind of go with that headspace of I'd really like a magazine, I'll use the time while I'm waiting, but I'll pick when I get there and see what takes my fancy.*

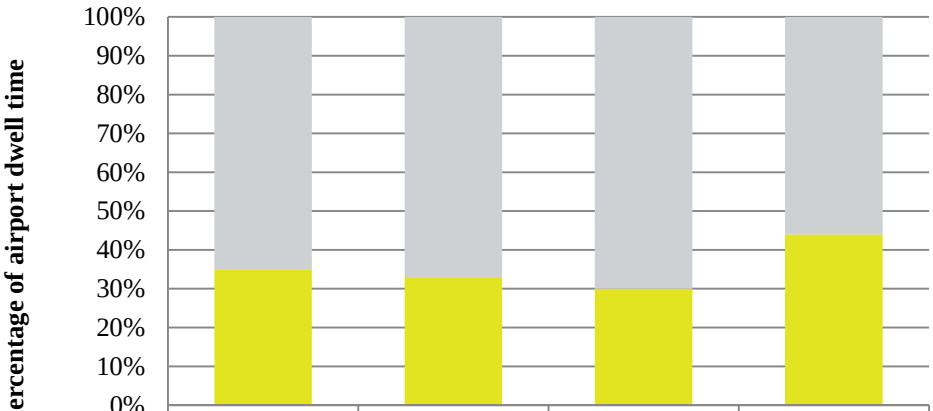
Figure 5.6 Passenger 8 describing a partially planned purchase

Impulse purchases were described by passengers as not having been planned at all before entering the terminal. Most impulse purchases described were lower-priced items, with beverages, confectionary and food products being the most common. The main reason given for an impulse purchase was that it was seen as a useful purchase. Passengers described seeing a product they had not previously considered purchasing and decided at the time that it would be useful during their time in the airport terminal, on the flight, or at their destination; for example, P30 described making an impulse food and beverage purchase as '*it was just something to fill in a bit of time, more than something we really wanted to do*'. In this case, the passenger used an impulse purchase as a form of entertainment to fill in time; this was a common reason passengers gave for impulse purchases. Out of the 85 purchases discussed during the retrospective interviews, 30% were described as planned, 35% as partially planned and 35% as impulsive.

During the retrospective interviews, passengers also described choosing not to make a purchase, with these being coded as 'non-purchases'. Passengers often linked non-purchases to negative airport retail experiences, which included factors such as expensive prices, inferior or unsuitable product ranges, and security restrictions. Expensive pricing was described as a major reason not to make a purchase; for example, two passengers described choosing not to make duty free purchases as they knew they could find cheaper prices online. One significant form of non-purchase was seen when passengers chose not to enter the landside retail environment at all.

5.4.2 What passengers do in landside retail environments

Passengers' airport dwell time in Australian international departure terminals can be broken into two distinct segments - time spent on landside and time spent on airside - with individual retail environments contained in each of these airport sections. Figure 5.7 shows that passengers spent, on average, 35% of their overall airport dwell time on landside, and the remaining 65% on the airside of the airport terminal. The following section outlines what passengers specifically do in landside airport retail environments, with these experiences being highlighted as different to those had in the airside retail environment.



	Overall (n60)	Brisbane Airport (n20)	Melbourne Airport (n20)	Gold Coast Airport (n20)
Average airside	65%	67%	70%	56%
Average landside	35%	33%	30%	44%

Figure 5.7 Average percentage of passenger airport dwell time spent on landside and airside

The landside of an Australian International Departure terminal includes the first portion of the terminal from entry until the LAGs Security checkpoint. Both ticket-holding passengers and wavers are allowed in this space. The sixty passengers spent, on average, thirty-eight minutes on the landside of the airport terminal; however, landside dwell time (total amount of time from entering the terminal until leaving landside) varied considerably among passengers, as shown in Figure 5.8.

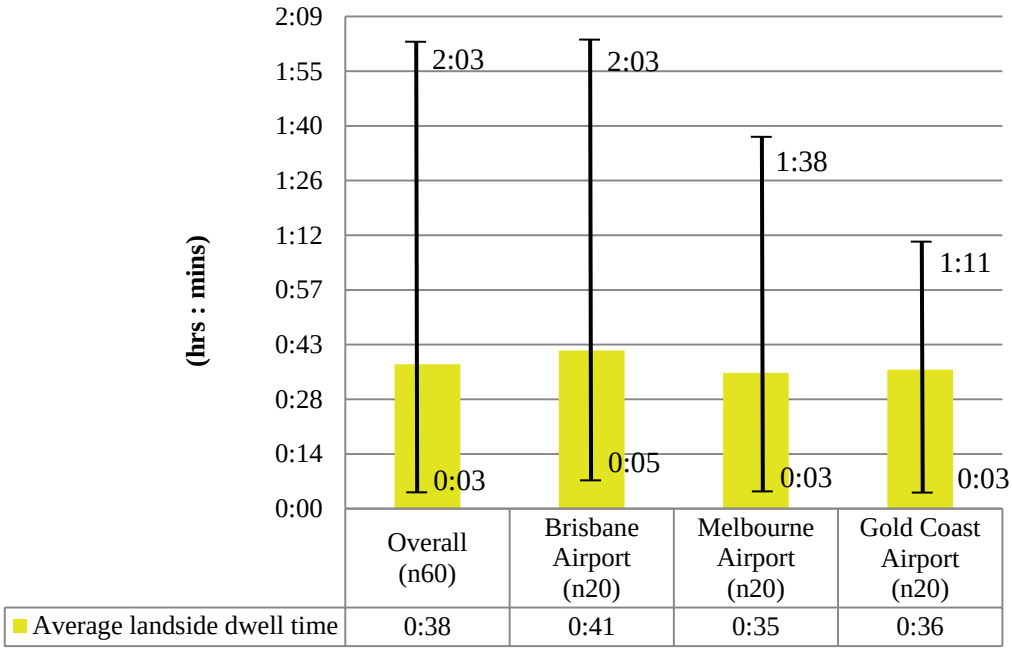


Figure 5.8 Passengers' average landside dwell time

Passengers' landside dwell time was categorised as either 'processing' or 'discretionary'. Passengers spent, on average, 48% of their landside dwell time undertaking processing activities, and 52% undertaking discretionary activities (Figure 5.9).

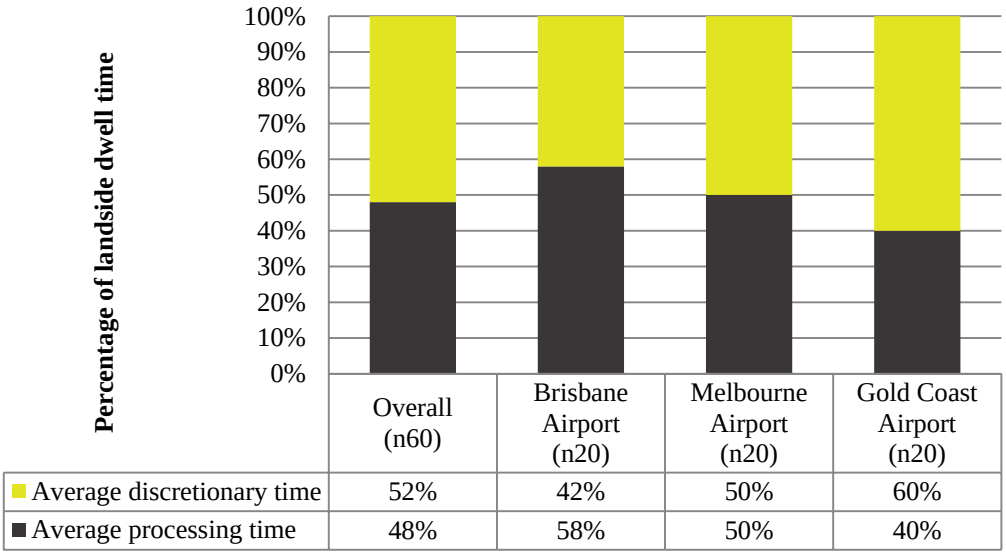


Figure 5.9 Average percentage of landside dwell time spent in processing and discretionary activities

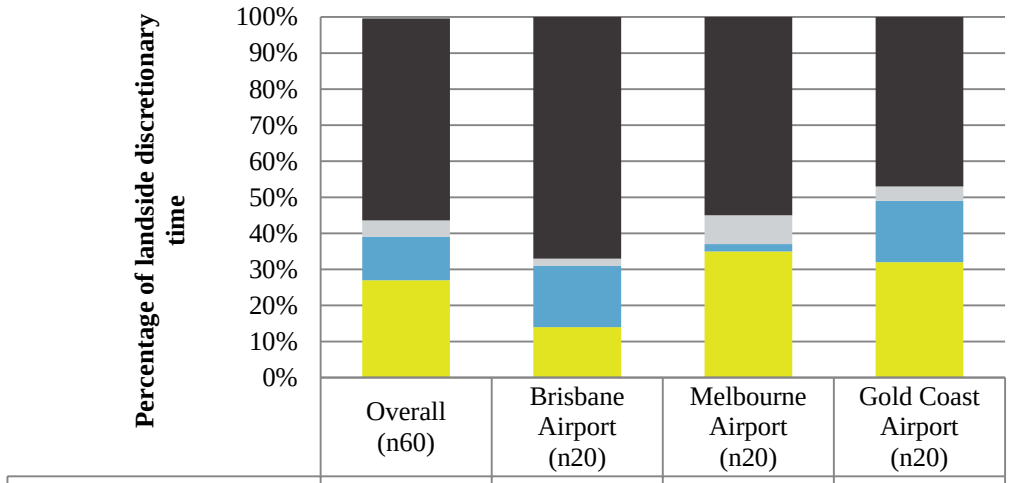
Processing activities on landside at the three terminals includes the completion of the Check-in processing domain; however, at Gold Coast Airport, landside processing activities also includes the completion of a domestic Security domain through which both ticket and non-ticket holders may pass. This extra Security

domain divides the Gold Coast landside area into two sections (Appendix J). During the retrospective interviews, it was clear that not all passengers understood this division of the landside area, with many passengers incorrectly identifying the secondary landside area as the airside area.

During landside discretionary time, passengers entered three types of locations: transitional areas, the retail environment (including retail locations and seating areas), and bathroom facilities (Figure 5.10).

The landside retail environment

On landside, passengers are only able to enter the retail environment during discretionary times. This is because, on landside, passengers choose when they enter processing domains, with processing time only being coded while passengers are in these domains. For this reason, passengers cannot be in the landside retail environment during a processing period. Passengers spent on average 39% of their landside discretionary time in the retail environment (Figure 5.10).



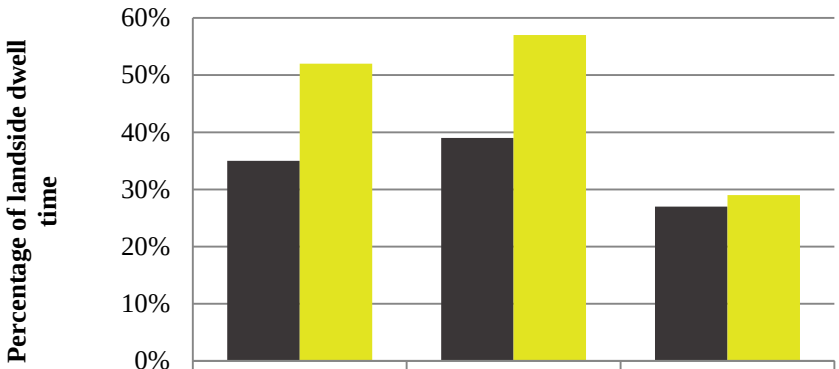
	Overall (n60)	Brisbane Airport (n20)	Melbourne Airport (n20)	Gold Coast Airport (n20)
Average transitional areas	56%	67%	55%	47%
Average bathroom	5%	2%	8%	4%
Average seating area	12%	17%	2%	17%
Average retail location	27%	14%	35%	32%

Figure 5.10 Average landside discretionary time spent in various terminal locations

Retail locations

Of the sixty passengers, 65% (*n39*) entered landside retail locations and spent, on average, 27% of their landside discretionary time in these locations (Figure 5.10). Figure 5.11 shows that these passengers spent, on average, 12% more airport dwell

time on landside, and 28% more landside dwell time undertaking discretionary activities than passengers who didn't enter retail locations.



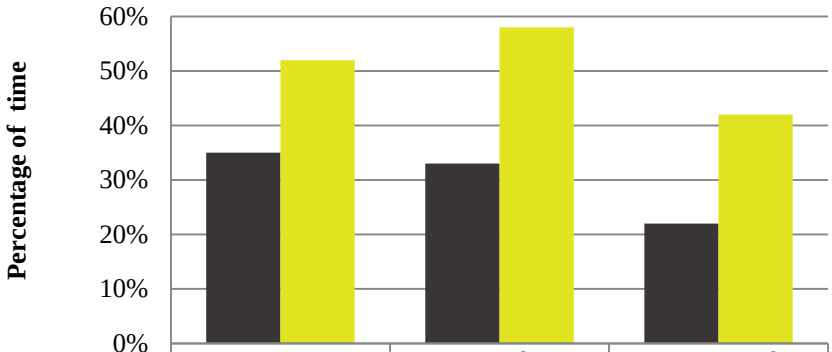
	Overall (n60)	DID enter retail (n39)	DID NOT enter retail (n21)
Average airport dwell time on landside	35%	39%	27%
Average landside dwell time in discretionary	52%	57%	29%

Figure 5.11 Comparison of passengers who did and did not enter retail locations

The type of retail locations that passengers were more likely to enter varied between the three terminal locations. Passengers at both Brisbane and Gold Coast Airports were more likely to enter eatery locations, while Melbourne passengers entered more newsagency locations.

During the observations, 7% (*n*4) of passengers entered landside retail locations before completing Check-in. Three of these passengers visited a bag wrapping service counter to have their luggage wrapped in a protective layer of plastic before checking it in. The fourth passenger visited a newsagency between visits to the Check-in domain. This passenger entered the terminal and then joined the Check-in queue. After a short period of time she then left this domain to visit a newsagency nearby, investigated a display of power adaptors, and returned to the Check-in queue without making a purchase.

A third of passengers (33%, *n20*) made a purchase on landside, spending, on average, $20.75. Products from both the reading material and food categories were the most frequently purchased. Figure 5.12 shows that passengers who made a purchase spent 11% more dwell time on landside and 16% longer undertaking discretionary activities than those passengers who did not make a purchase.



	Overall (n60)	DID make a purchase (n20)	DID NOT make a purchase (n40)
Average airport dwell time spent on landside	35%	33%	22%
Average landside dwell time spent in discretionary	52%	58%	42%

Figure 5.12 Comparison of passengers who did and did not make retail purchases

Passengers' landside retail activities, including their purchases, were found to be influenced by future processing domains on airside, with 3% (*n2*) of passengers making beverage purchases, and then proceeding to the LAGs Security domain. These passengers attempted to enter the Security domain with their unfinished beverages, unaware that they could not take them through. They were informed by either Security staff or Security signage that they could not proceed with their beverages and chose to remain on landside to finish them before moving through to airside.

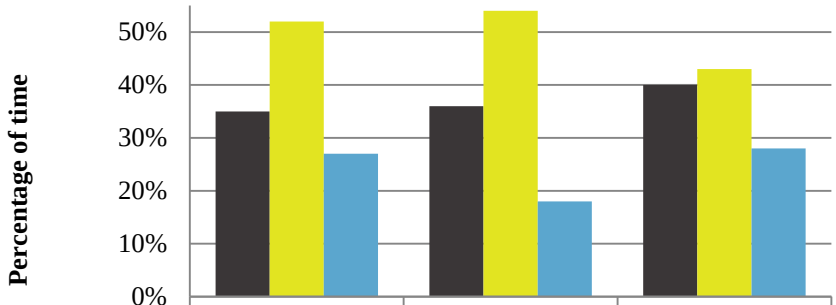
In total, 23% (*n*14) of passengers chose not to enter the landside retail environment. During the retrospective interviews, passengers described that their choice not to enter the landside retail environment was influenced by either a lack of interest in the products or services provided, or time pressures. Several passengers stated that they viewed the retail products and services available on landside to be inferior to those on airside. However, the most common influence discussed was perceived time pressures associated with completing processing domains located on airside, as described in Figure 5.13.

You never know quite how long going through Customs and Security is going to take for one reason or another so, although you Check-in quite early you just wanna get there and then all the stuff you have to do is done and you're right to relax and enjoy yourself.

Figure 5.13 Passenger 8's reason for not entering the landside retail environment

Landside seating areas

Passengers spent an average of 12% of their landside discretionary time in seating areas (Figure 5.10), with the 27% (*n16*) of passengers who chose to enter these areas spending, on average, 47% of their discretionary time there. Seating areas were seen to be an important location on landside, with passengers making a large proportion of both purchased product interactions and engaging in social interactions in these areas. Whether or not a passenger entered a seating area positively influenced the proportion of landside dwell time they spent undertaking discretionary activities, spending, on average 11%, more discretionary time on landside; however, passengers who entered seating areas spent on average 10% less landside discretionary time in retail locations than passengers who did not enter seating areas (Figure 5.14).



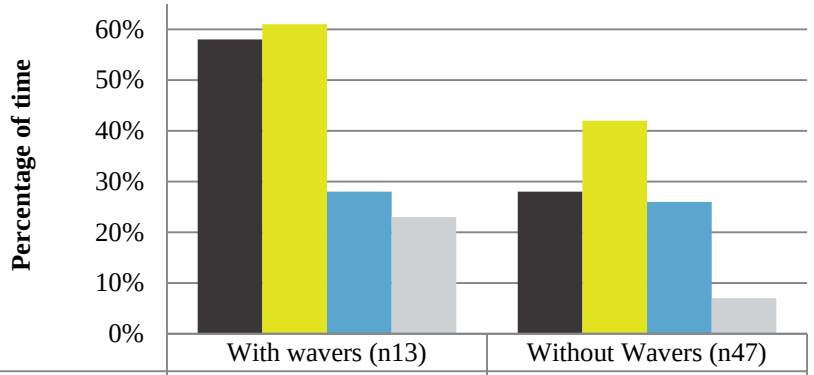
	Overall (n60)	DID enter seating area (n16)	DID NOT enter seating area (n44)
Average airport dwell time on landside	35%	36%	40%
Average landside dwell time in discretionary	52%	54%	43%
Average discretionary time spent in retail	27%	18%	28%

Figure 5.14 Comparison of passengers who did and did not enter seating areas

Passengers' landside companions

On landside, passengers were accompanied by both wavers and travel companions. Wavers were found to have a direct influence on where passengers spent their landside time. Figure 5.15 illustrates this influence, with passengers accompanied by wavers spending, on average, 30% more dwell time on landside, 19% more landside discretionary time, and 16% more time in seating areas than passengers unaccompanied by wavers. Passengers with wavers were also more than twice as likely to enter seating areas; however, wavers did not influence the amount

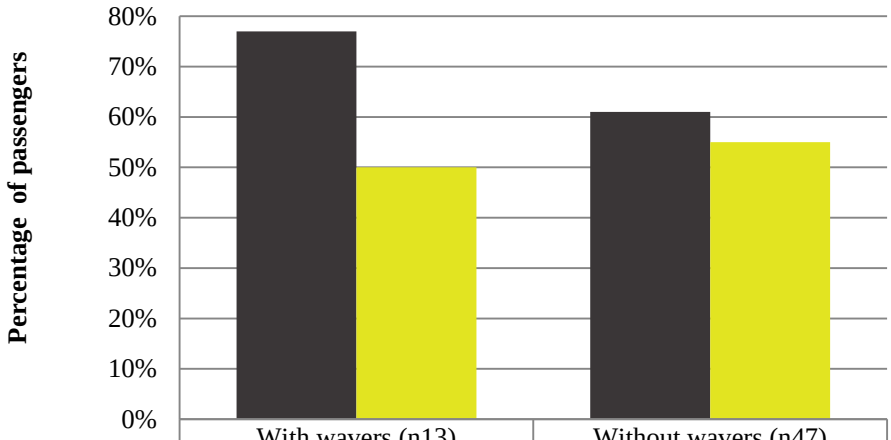
of time passengers spent in retail locations, with both passenger groups spending similar amounts of discretionary time in landside retail locations (Figure 5.15).



	With wavers (n13)	Without Wavers (n47)
Average airport dwell time on landside	58%	28%
Average landside dwell time in discretionary	61%	42%
Average discretionary in retail	28%	26%
Average discretionary in seating	23%	7%

Figure 5.15 Comparison of passenger groups' activities on landside

Figure 5.16 shows that, although passengers accompanied by wavers were more likely to enter landside retail locations, they were not more likely to make a purchase. The presence of wavers positively influenced the overall number of purchases made on landside as 40% of passengers were accompanied by wavers who made a purchase, independent of their passengers.



	With wavers (n13)	Without wavers (n47)
Entered a retail location	77%	61%
Made a retail purcahse	50%	55%

Figure 5.16 Comparison of passenger groups who made landside retail purchases

5.4.3 What passengers do in airside retail environments

The airside of an Australian international departure terminal is the sterile area beginning from the LAGs Security checkpoint and ending at the Boarding checkpoint, where passengers leave the terminal and board their flight. Only ticket-holding passengers (including travel companions) are allowed in this section of the terminal. Passengers spent an average of just over one hour (1 hour and 16 mins) on the airside of the terminal (Figure 5.17); this equated to 65% of their total airport dwell time (Figure 5.7). Airside dwell time (the total amount of time from entering airside until boarding a flight) varied considerably depending on which terminal the passenger was departing from. Gold Coast Airport passengers spent, on average, the shortest amount of time on airside (Figure 5.17).

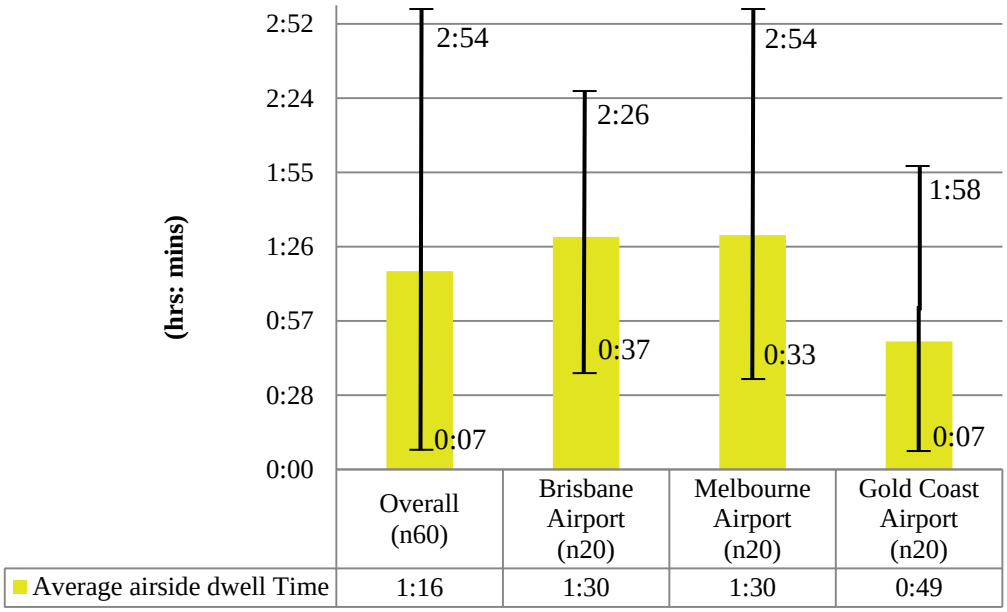
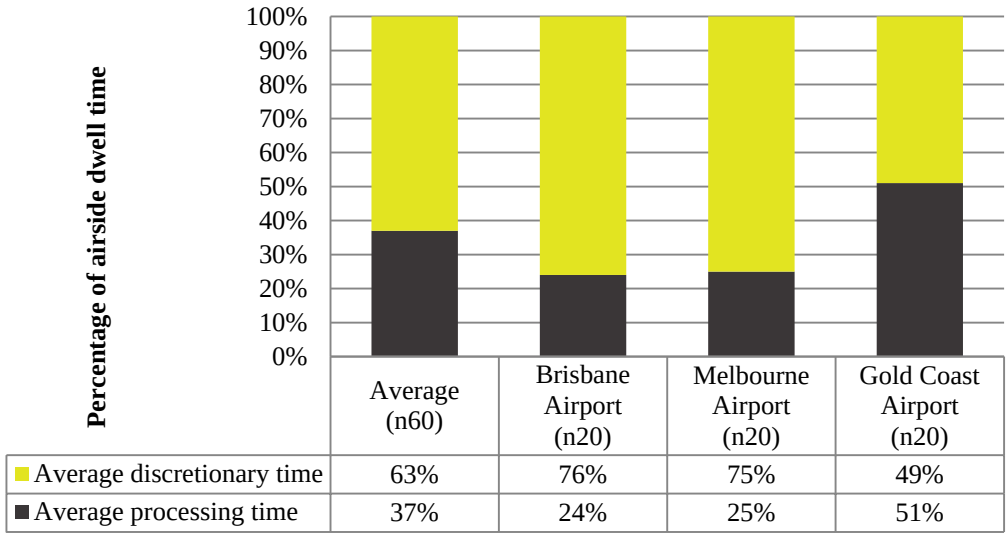


Figure 5.17 Passengers' average airside dwell time

During their airside dwell time, passengers undertook processing activities in three processing domains: the LAGs Security domain, Customs, and Boarding. On average, they spent 37% of their airside dwell time undertaking these processing activities, with passengers at Gold Coast Airport spending 14% more processing time than the overall average. The remaining 63% of airside dwell time was spent undertaking discretionary activities (Figure 5.18). During this time passengers were observed to be either moving through the general airside terminal area, in retail locations, in seating areas, visiting bathroom facilities, or at their departure gate.



	Average (n60)	Brisbane Airport (n20)	Melbourne Airport (n20)	Gold Coast Airport (n20)
Average discretionary time	63%	76%	75%	49%
Average processing time	37%	24%	25%	51%

Figure 5.18 Average percentage of airside dwell time spent undertaking processing and discretionary activities

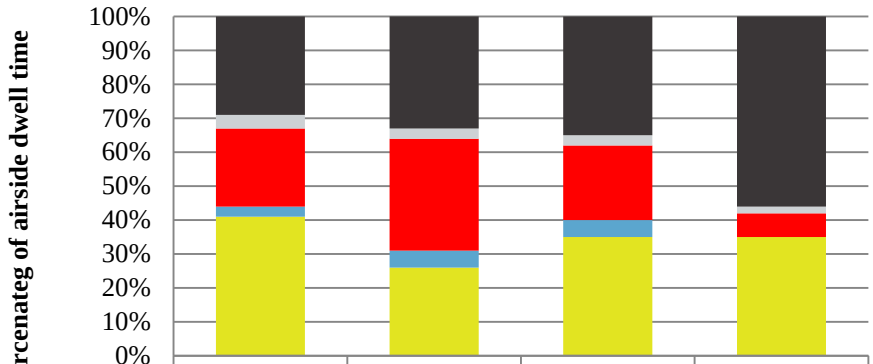
Airside retail dwell time

On average, passengers spent the largest proportion (41%) of their airside dwell time in retail locations (Figure 5.20), with 97% (*n*58) of them entering the airside retail environment. The remaining 3% were all passengers who were observed at Brisbane Airport. When asked why they chose not to enter the airside retail environment, these passengers said they had no interest in making a purchase (Figure 5.19). Instead of entering the retail environment, therefore, these passengers spent most of their airside discretionary time at their departure gate.

> *I guess I didn't really have anything I wanted to purchase um so I was happy to just sit and wait.* (P9 at her departure gate)

Figure 5.19 Passenger 9's reason for not entering the airside retail environment

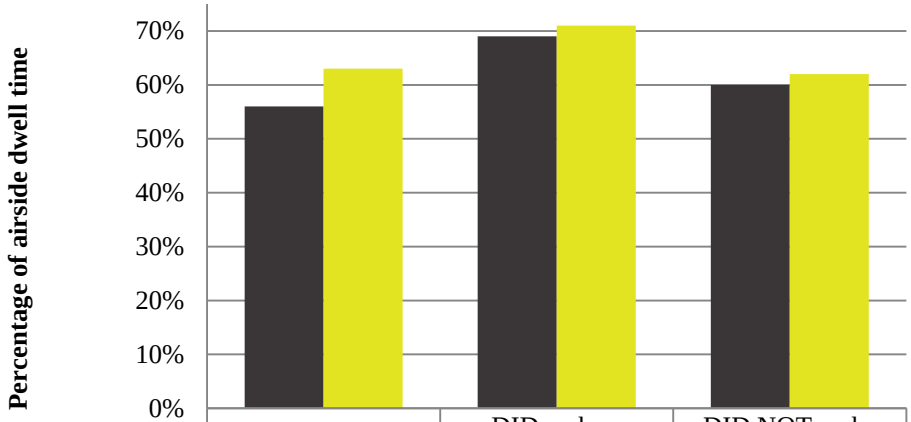
On the airside of the airport terminal, passengers have the ability to be in retail locations and seating areas during both discretionary and processing times. This is because Boarding processing time only begins when a passenger's flight has been called. Passengers may still be in a retail location or seating area when Boarding is announced. The passengers who did enter retail locations spent, on average, 41% of their airside dwell time in these locations (Figure 5.20).



	Overall (n60)	Brisbane Airport (n20)	Melbourne Airport (n20)	Gold Coast Airport (n20)
Average moving through terminal	31%	33%	35%	56%
Average bathroom	4%	3%	3%	2%
Average departure gate	23%	33%	22%	7%
Average seating area	3%	5%	5%	0%
Average retail location	41%	26%	35%	35%

Figure 5.20 Locations entered during airside discretionary time

All Melbourne and Gold Coast Airport passengers entered at least one retail location. At these two terminals, after the Customs domain, passengers have to enter a duty free retail outlet before they can access the rest of the airside terminal. This layout meant that the duty free category was the most frequently entered on airside. Despite the majority of passengers having to enter duty free locations, they spent the longest amount of airside time in the eatery retail category.



	Overall (n60)	DID make a purchase (n43)	DID NOT make a purchase (n17)
Average on airside	56%	69%	60%
Average in discretionary	63%	71%	62%

Figure 5.21 Comparison of passengers who did and did not make an airside retail purchase

On airside, 72% of passengers made retail purchases and, on average, spent $62.45 each, with beverages being the most frequently purchased product type. Passengers who made a purchase on airside spent 9% more dwell time there, and 9% more airside dwell time undertaking discretionary activities than those passengers who did not make a purchase (Figure 5.21).

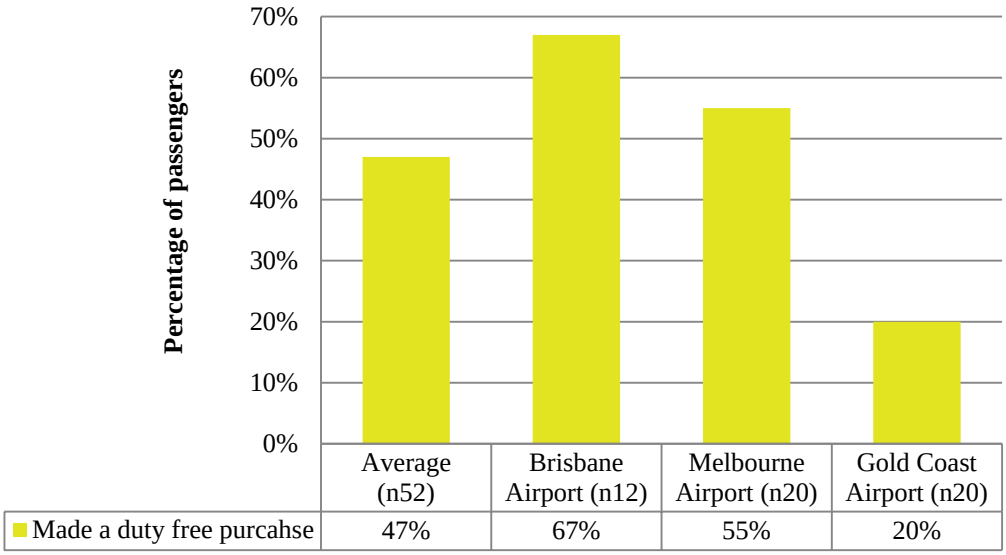


Figure 5.22 Percentage of passengers who made an airside duty free purchase

Figure 5.22 shows that, although all of both Melbourne and Gold Coast Airport passengers entered an airside duty free location, a larger proportion of Brisbane passengers who entered duty free made a purchase. The twelve Brisbane passengers were 12% more likely to make a duty free purchase than Melbourne passengers and 47% more likely to do so than Gold Coast passengers. These Brisbane passengers also spent an average of $30 more per transaction than passengers at the other two terminals.

Airside seating locations

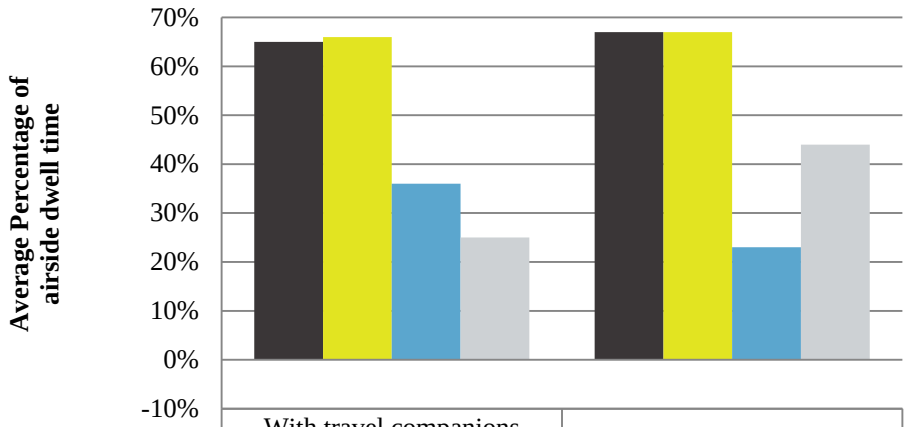
While on the airside of the airport terminal, passengers were seen to enter, spend time in, and interact with purchased products in two types of seating locations. The first type was seating areas related to the retail environment, where passengers spent, on average, 3% of their airside discretionary time (Figure 5.20). The second type was the departure gate area, where passengers spent, on average, 23% of their airside dwell time waiting to board their flight. Passengers spend both discretionary and processing time here, with discretionary time ending when their flight is called

for boarding. On average, passengers spent 21% of this time as discretionary time, and 2% as processing time.

The majority of passengers entered their departure gate during discretionary time, with 72% (*n43*) entering before their flight was called for boarding. Of these passengers, 27% (n16) entered their departure gate, only to leave and return to the retail environment. Almost all of these passengers returned to make a purchase, with reading material being the most frequently purchased product. The remaining 28% (*n17)* of passengers entered their departure gate area during processing time, as they were either in a processing domain or retail location until their flight was called.

Passengers' airside companions

Passengers on airside were observed to be either travelling alone or accompanied by travel companions. Figure 5.22 illustrates that a passenger's choice of where to spend their airside time is influenced by whether they are accompanied or unaccompanied. Passengers travelling with companions spent 13% longer in the airside retail environment and 19% less airside time at their departure gate than passengers travelling alone.



	With travel companions (n40)	Traveling alone (n20)
Average on airside	65%	67%
Average in discretionary	66%	67%
Average in retail locations	36%	23%
Average at boarding gate	25%	44%

Figure 5.22 Comparison of passenger groups' airside activities

As was found on landside, whether or not a passenger was accompanied positively influenced the number of purchases made on airside. The presence of

companions was seen to increase the overall number of purchases made, with 12% of passengers having a purchase made for them by their travel companions.

5.5 SUMMARY

This chapter has outlined Field Study One, and the methodology it used to address the main research question and the two research sub-questions. The study's results show that passengers visited a wide range of locations and took part in 36 individual activities and interactions during their airport retail experiences. These activities and interactions were grouped into nine categories, with passengers undertaking these in both retail locations and non-retail locations on the landside and airside of the airport terminal. The following chapter discusses these results and shows how they answer the main research question and research sub-questions.

Chapter 6: Field Study One - Discussion

This chapter discusses the results of Field Study One and how these results help answer the research question and sub-questions. The finding show that during their retail experiences passengers undertake a wide variety of retail activities and interactions, with these being influenced by the retail locations they enter, the time they spend in these, and how they use and interact with non-retail locations in the airport terminal. The findings identify that passengers' retail experiences cannot be separated from factors specific to their airport experiences. Passengers' retail experiences, therefore, need to be understood within the context of their airport experiences.

6.1 PASSENGER AIRPORT RETAIL EXPERIENCES

During their overall airport experience, the sixty passengers spent an average of just under two hours of dwell time in the airport (Figure 5.2). This airport dwell time was divided into processing and discretionary periods. Passengers spent, on average, the majority of their airport dwell time in discretionary periods (65%). Despite discretionary time being shown to account for two thirds of the time passengers spend in the airport terminal, almost all research completed to date focuses on how passengers spend their processing time (Consumer Protection Group, 2009; Department for Transport, 2007; Myant & Abraham, 2009). The results from Field Study One also found that passenger spent 42% of their airport dwell time in the retail environment (Figure 5.3); most of this time spent in the retail environment was during their discretionary time. This means that two thirds of passengers' airport experiences have not been fully investigated to date and are, therefore, not understood, including the large proportion of time spent in the retail environment.

The limited amount of available research on passenger retail experiences focuses on the products they purchase, their purchasing decisions and the amount of money they spend in this environment (Crawford & Melewar, 2003; Freathy & O'Connell, 2000; Geuens, et al., 2004; Graham, 2009). This narrow focus on purchases does not address the diverse range of factors which influence passengers' overall retail experiences. The results from Field Study One show that purchasing is

only a small part of passengers' actual airport retail experiences, with purchases being identified as one retail activity category a passenger may choose to undertake. Passengers were also identified to be able to undertake eight other categories of retail activities and interactions during their airport retail experiences (Table 5.3 and 5.4). These findings highlight that the current literature on passengers' retail experiences only addresses a small proportion of what passengers actually do in airport retail environments. This narrow focus on passengers' purchases also means that the current literature does not address the retail experiences of those passengers who choose not make a purchase.

Through investigating the main research question of this project - **What do passengers do in airport retail environments?** – the results of Field Study One identify the retail activities and interactions undertaken by both passengers who choose to make a purchase and those who choose not to purchase. By focussing on what passengers do in the retail environment during their overall time in the airport departure terminal (Section 5.3.3) this research shows that passengers' retail experiences are not isolated to the retail environment, as passengers are able to undertake retail interactions in non-retail locations (Table 5.4). The findings also show that passengers' retail activities and interactions are influenced by: their overall airport experiences, whom they are accompanied by, the amount of time they spend in processing and discretionary periods, and the specific retail locations they enter. These factors, in turn, influence the purchases made and the amount of money passengers ultimately choose to spend in the retail environment.

Current airport retail research argues that the amount of money passengers spend in the retail environment is directly proportionate to the amount time they spend completing processing activities and therefore the amount of time they have left over as discretionary time; in other words, increased overall airport discretionary time is argued to directly equal increased retail dollars spent by passengers (Bowes, 2002; Torres, et al., 2005). The findings from Field Study One, however, show that for the sixty passengers observed, the relationship between overall discretionary time spent in the airport terminal and amount of money spent in the retail environment was not a direct linear relationship (Figure 5.5).

This finding is illustrated by comparing the amounts of discretionary time and money spent by two of the observed passengers: P2 and P21. P2, for example, was

seen to spend twenty-five minutes of her airport dwell time as discretionary time, and spent a total of $200 in the retail environment. P21 spent only slightly less discretionary time in the airport terminal at just over twenty-four minutes; however, during this time, P21 chose not to spend any money in the retail environment (Figure 5.5). These two passengers spent similar amounts of discretionary time in the airport but very different amounts of money in the retail environment. This comparison illustrates that factors other than simply the amount of time spent in processing and discretionary periods must influence passengers' retail experiences and purchases.

6.1.1 Retail activities and interactions

The findings from Field Study One show that passengers spent 42% of their airport dwell time in the retail environment (Figure 5.3). The activities and interactions passengers engaged in during this time were dependent on the retail locations they chose to enter, and the amount of time they spent in these. The retail locations available to passengers vary from airport to airport. The specific retail locations they choose to enter are, in turn, seen to be influenced by their overall airport experiences. The results from Field Study One show that what passengers do in the retail environment - their retail activities and interactions - cannot be separated from their airport experiences.

In order for airports to improve passengers' experiences in the retail environment and to encourage more passengers to enter retail locations and make purchases, they first need to understand the factors which influence what passengers do in this environment. The results from Field Study One highlight three factors which influence the number, type and locations where passengers choose to complete retail activities and interactions: (i) whom they are accompanied by, (ii) the amount of free time they need to fill, and (iii) the processing domains they need to complete before boarding their flight.

6.1.2 Passengers' companions

Passengers were accompanied in the airport terminal by two different types of companions: (i) wavers, and (ii) travel companions. Wavers are non-ticket holding companions who accompany passengers to the airport and are only allowed in the landside area of the terminal. Travel companions are ticket-holding companions travelling with the passenger, accompanying them on both the landside and airside of

the airport terminal. Who passengers are accompanied by determines how long they spend on the landside and airside areas of the terminal, the retail locations they enter, how long they spent in these, and the retail activities and interactions they undertake.

Wavers

Whether or not a passenger was accompanied by a waver was found to directly influence the amount of time they chose to spend on the landside of the airport terminal and the retail activities and interactions they undertook there. Passengers accompanied by wavers spent, on average, 30% more dwell time and 19% more discretionary time on landside (Figure 5.15). These passengers chose to spend this additional time on landside in order to be with their wavers, spending quality social time together saying their farewells, as the landside area is the only area of the airport terminal in which wavers are allowed.

Passengers with wavers spent this extra landside discretionary time in the retail environment. Passengers with wavers were 16% more likely to enter into a landside retail outlet (Figure 5.16). However, once entering these retail locations, passengers with wavers were not seen to spend considerably more time in these (Figure 5.15). This was because the majority of passengers with wavers were observed at Brisbane Airport, where the landside retail environment is designed around a large central seating area (Appendix J). Passengers and their companions at Brisbane are encouraged to use this seating area to consume purchases, and to sit, relax and socialise in. This layout meant that passengers at Brisbane spent less time in retail locations than passengers at the other two terminals (Figure 5.10). Brisbane passengers who entered landside retail locations spent long enough in these to browse and make a purchase. If a passenger made a food or beverage purchase, they then spent time consuming these purchases in the seating area provided, rather than in the retail location they purchased from.

Passengers accompanied by wavers at all three airport terminals were seen to be more than twice as likely to enter into landside seating areas. Once entering a seating area, these passengers spent, on average, 16% more of their discretionary time there than those passengers without wavers (Figure 5.15); however, passengers at Melbourne spent significantly less time in seating locations (only 2% of their landside discretionary time) (Figure 5.10). This was influenced not by the number of wavers observed, but by the design of the Melbourne landside area. Passengers at

Melbourne spent considerably less time in the seating area provided, as it was completely removed from the retail environment. This seating area was used by a small number of passengers as a waiting area, with none of these passengers being accompanied by wavers. Melbourne passengers who purchased food and beverage products consumed these seated in the eatery locations they purchased from. This meant that at Melbourne, eateries instead of seating areas were used as the main location for passengers to spend time with their wavers.

At all three airport terminals, passengers used the consumption of food and beverage products to enhance and prolong social interactions with wavers, with beverages being the most commonly purchased product type on landside. This meant that wavers had a positive influence over the number of purchases made in the landside retail environment, and that eateries were the most frequently entered retail category (Table 5.5). Of those passengers with wavers who entered retail locations, 50% were seen to make a purchase. Forty percent of their wavers also made a purchase independent of their passengers. In total, 90% of passengers with wavers who entered a retail location either made a purchase or had a purchase made for them. This is considerably more than the 55% of passengers without wavers who entered retail locations and made a purchase (Figure 5.16).

Passengers not with wavers, however, spent considerably less dwell and discretionary time on landside; this is because passengers without wavers have less incentive to stay on landside, and are more likely to complete Check-in and proceed directly to the airside area of the terminal without entering the landside retail environment. When asked in the retrospective interviews why they chose to do this, these passengers described two main influences: First, they discussed a lack of interest in the retail locations provided on landside, with these being seen as inferior to those on airside; and, second, they discussed the stress related to the completion of future processing domains. Passengers without wavers said that they were focussed on moving to the airside area to complete the next two processing domains, Security and Customs. They considered spending additional discretionary time after Check-in as unnecessary and that it added the potential risk of missing their flight.

In total, passengers with wavers spent 51% of their landside discretionary time in the retail environment (Figure 5.15). These findings are notably different to those of Underhill (The New Yorker, 2008), who observed passengers to spend only 2% of

their landside time in the retail environment. Underhill's (The New Yorker, 2008) research does not, however, provide any information on the factors which influenced the retail activities and interactions of the passengers he observed and is, therefore, of little use to the airport context. Without this information, it is not possible to know why these passengers spent such a small amount of time in the landside retail environment, the types of experiences they had in them, or how these experiences could be improved. The findings from Field Study One do, however, highlight that the presence of wavers has a direct influence over how long passengers choose to stay on landside and their retail activities and interactions while on this side of the terminal.

Passengers accompanied by wavers and wavers themselves are the two main market segments that enter and use the landside retail environment. In order for airports to encourage more passengers to enter this environment and improve the passengers' experiences there, this environment should reflect the needs of these two market segments.

Passengers spent increased amounts of discretionary time on landside and in the retail environment in order to be with their wavers, with wavers only entering the terminal to spend time with their passengers. The landside retail environment should, therefore predominantly consist of locations which provide passengers and wavers with attractive spaces to socialise in, and products which can be used to enhance this social interaction.

The main retail environment locations which allow passengers and wavers to spend time together are eateries and seating areas. Retail categories, including duty free and fashion, do not provide passengers and their wavers with these opportunities and are, therefore, not as essential to passenger landside experiences. These retail categories should have a smaller landside presence; or rather, they should be provided on airside where passengers are more likely to use them.

Travel companions

On airside, passengers are able to enter four locations: (i) transitional areas, (ii) the retail environment, (iii) bathroom facilities, and (iv) their departure gate. As seen in Figure 5.20, passengers spent the largest amount of their airside time in the retail environment (44% on average), and the third largest at their departure gate (23%).

How long passengers chose to spend in these two areas was found to be influenced by whether or not they were accompanied by travel companions.

Passengers accompanied by travel companions spent, on average 13% longer in the airside retail environment. The extra dwell time spent in this environment meant that these passengers entered their departure gate later, spending on average 19% less dwell time there (Figure 5.22). Passengers travelling alone, however, left the airside retail environment earlier, choosing to spend, on average, 44% of their airside dwell time at their departure gate. This behaviour is described by Freathy and O'Connell (2000) as 'gate lock', where passengers choose to head to their departure gate considerably earlier than required. The results from Field Study One show that passengers travelling alone are more likely to experience gate lock than those who are accompanied by travel companions.

Gate lock is associated with passenger stress, and with their perception of available of time. A perception of diminished time and increased stress is argued to influence passengers to ignore the retail environment and spend airside discretionary time at their departure gate in anticipation of boarding their flight.

The results from Field Study One, however, show that, for some passengers, gate lock is more associated with a lack of interest in the retail environment. Two passengers in particular were seen to experience gate lock, choosing to spend the vast majority of their airside time at their departure gate. These two passengers, both travelling alone, were the only passengers who did not enter into the airside retail environment. During their retrospective interviews, they discussed choosing to spend the majority of their discretionary time at their departure gate as they were simply not interested in the airside retail environment. These two passengers actively chose to 'lock' themselves at their gate as an alternative to spending time in the retail environment, as they did not want to make any purchases (Figure 5.19); in other words, they did not avoid the retail environment due to stress related to boarding their flight, but because the only activity they associate with the retail environment is purchasing - an activity which did not interest them. For these passengers, the airside retail environment did not provide enough incentive for them to enter.

6.1.3 Filling in time

The results from Field Study One highlight that passengers entered and spent time in the retail environments on landside and airside for two very different reasons: on landside, because they actually *wanted* to spend time in the retail environment; on airside, because they *needed* somewhere to fill in time. On landside, after the completion of Check-in, passengers were seen to spend discretionary time in the retail environment in order to be with their companions; thus, passengers who entered the retail environment and made a purchase spent larger proportions of discretionary time on landside than those passengers who did not.

The thirty-nine passengers who entered retail locations on landside spent, on average, 28% more discretionary time on landside than those passengers who did not enter retail locations (Figure 5.11). Of these passengers, those who made a purchase spent 16% more discretionary time on landside than those who did not purchase (Figure 5.12). Passengers who entered a seating area were also seen to spend 11% more discretionary time on landside (Figure 5.14). These results show that entering the retail environment and making a purchase positively influenced the amount of time passengers chose to spend on landside.

Once entering the airside area, however, passengers must remain there until boarding their flight; spending, on average, 63% of their airside time as discretionary time between the completion of Customs and Boarding (Figure 5.18). The results from Field Study One show that the amount of time passengers needed to fill on airside (before boarding their flight) directly influenced their airside retail activities and interactions. The more discretionary time passengers had to fill, the longer they spent in retail locations and the more likely they were to make an impulse purchase (Figure 5.21). These results confirm those of Rowley and Slack (1999) who argue that passengers utilise the retail environment as a major source of entertainment in order to fill their enforced leisure or discretionary time.

During this airside time, passengers undertook two main retail activities as a means of entertainment: consuming purchased products, and browsing. On airside, passengers were seen to spend the largest amount of discretionary time in eatery locations. While in these locations, passengers entertained themselves by consuming purchased food and beverage products, with beverages being the most commonly purchased product type on airside. During the retrospective interviews in Field Study

One, passengers also discussed using browsing as a form of entertainment; they described it as the most common reason for entering retail locations, and linked it closely to the need to fill in time. They entered numerous airside retail locations, and investigated the stocked products for recreational purposes, with no particular interest in either the locations or the products, and with no plans to make a purchase.

While browsing and filing in these large gaps of discretionary time, passengers often described making impulsive purchases, or purchases that they had not anticipated making before entering the airport terminal (Kollat & Willet, 1967). Thirty-five percent of passenger purchases were described as 'impulsive', with the majority of these being lower-priced products including food, beverages and confectionary items.

The actual products that passengers chose to impulsively purchase, and the dollar amount they ultimately spent, was dependent on whether or not the airport retail environment stocked a suitable range of products that appealed to passengers, and at prices they were willing to pay. When discussing why they chose to make impulse purchases, passengers explained that these purchases benefited either their airport or travel experience, with their main benefit being that they helped to fill in excess airport time.

The results from Field Study One, therefore, show that passengers are seeking retail experiences which they can use to fill in their airside discretionary time. They highlight an opportunity for airport retailers to provide passengers with experiences that they would be willing to pay for, to fill this large void. Expanding the range of experiences available to passengers in the retail environment would not only benefit passengers, but would also provide monetary benefits for both airports and retail operators.

6.1.4 Processing domains

While in Australian international airports, passengers need to complete four processing domains - Check-in, Security, Customs and Boarding - before they are able to board their flight and begin their travel. These four processing domains were seen to directly influence: the specific retail locations and seating areas passengers entered, how long passengers spent in these, and the types of products purchased.

Check-in domain

The Check-in domain is the first processing domain passengers need to complete during their international airport process. In total, 93% (*n56*) of passengers entered the terminal and then navigated directly to this domain. Only 7% (*n4*) of passengers entered retail locations before having completed Check-in. Three of these four passengers were seen to purchase from a bag wrapping service counter, having their bags wrapped in plastic for security concerns relating to either their destination or the ability of their luggage to withstand baggage handling processes. The fourth passenger entered a newsagency and searched for an item which she wanted to pack in her luggage before checking-in. These results show that for the majority of passengers, their first priority in the terminal is finding the location of, and completing, Check-in. Only those passengers who needed to complete retail activities or interactions which aided their Check-in process entered retail before Check-in.

These finding are supported by research which shows that passengers' choice of when to enter the retail environment is closely linked to stress levels relating to the completion of airport processing domains (Bowes, 2002; Lamcraft, 1998; Thomas, 1997). Lamcraft (1998), for example, argues that passengers experience heightened levels of stress in the process of reaching the airport terminal for their flight's specified Check-in time. These stress levels are argued to diminish only after passengers have successfully completed the Check-in process; therefore, passengers are more likely to enter the retail environment after Check-in (Bowes, 2002; Lamcraft, 1998; Thomas, 1997).

These findings have clear design implications for the location of retail outlets on the landside of the airport terminal. Passengers are less likely to enter retail outlets which do not help them complete this first Check-in processing step. This means that only retail outlets which provide a service, products or experiences which need to be purchased or completed before Check-in should be placed here. The majority of retail locations on landside should be placed after the completion of Check-in when passengers' stress levels have diminished. Thomas (1997) refers to this time period after Check-in - where passengers experience heightened levels of anticipation and excitement and are more likely to enter, and spend money in, the retail environment - as 'happy hour'. Physically placing the majority of landside retail locations in areas

where passengers experience this ‘happy hour’ would enable retail outlets to take advantage of positive passenger emotions which promote retail spending.

Landside Security domain

At the Gold Coast terminal, passengers need to complete two Security domains - a domestic Security domain on landside, and a LAGs Security domain on airside. The domestic Security domain divides the landside area of the Gold Coast terminal in two (Appendix J). The secondary landside area is only accessible after passing through this domestic Security domain, with both passengers and non-ticket holders allowed in the secondary landside area. Confusion about the purpose of this Security Domain, and about who is allowed to pass through it, was seen to affect where Gold Coast passengers spent their landside discretionary time, and how long they spent on airside.

At the Gold Coast terminal, none of the wavers who entered the terminal were seen to enter the secondary landside area. When asked about this in the retrospective interviews, passengers said that they were not aware that their wavers were allowed to enter this area, assuming that the domestic Security domain was the LAGs Security domain (which marks the beginning of the airside area). These passengers viewed the primary landside area, which contains only a small retail environment, as the only location they were able to spend time with their wavers. If passengers and their wavers were aware that they could have entered the much larger retail environment in the secondary area, they would have been presented with a much larger range of retail options. This retail variety could potentially influence both wavers and passengers to spend more time together in the landside retail environment, undertaking a wider range of activities and interactions, including the browsing and purchasing of a wider range of products.

The division of the landside area by this domestic Security domain was also seen to influence how long Gold Coast passengers spent on landside and, in turn, on the airside area of the terminal. Once entering the secondary landside area, inexperienced passengers were seen to spend time looking for their boarding gate before realising that they would have to continue through another Security domain, and the Customs domain, before entering airside. Experienced travellers were also seen to spend more time in the secondary landside area as it contains the largest concentration of retail locations in the terminal and is, therefore, preferable to the

airside retail environment. This meant that Gold Coast passengers spent the largest proportion of discretionary time in the landside retail environment (Figure 5.10) and, on average, 12.5% more dwell time on landside than passengers at the other two terminals (Figure 5.7). With Gold Coast passengers spending more time on landside, they were left with less discretionary dwell time left to spend on airside (figure 5.17).

Security domains

The next processing domain that passengers need to complete is the LAGs Security domain, which marks the beginning of the airside area. This LAGs Security domain enforces Australian Government restrictions on the quantity and types of liquids, aerosols and gels (LAG's) that passengers can take through to airside (Australian Government: Department of Infrastructure, 2010). The LAGs Security domain was seen to influence passengers' retail behaviours on landside in two separate ways: first, through the restriction of items passengers could purchase on landside and carry through to airside; and second, through its relative location to the actual retail locations passengers choose to enter on landside.

The landside retail experiences of three percent (*n2*) of passengers were directly influenced by LAGs security restrictions. These passengers purchased beverages in the landside retail environment and then moved directly to the LAGs Security domain, only to realise that they would not be able to take their beverages through Security and had to either finish the beverage on landside or dispose of it before entering the airside area. Although these findings highlight only a small proportion of passengers' landside retail experiences as being negatively impacted by LAG's restrictions, this small proportion can potentially have a large impact on passengers' overall airport and retail experiences.

Research completed by Kirk (Kirk, 2013) demonstrates the important benefits that preparing passengers for future processing domains can have for both airports and passengers. This preparation can potentially diminish the amount of time spent in airside processing domains and, therefore, increase the amount of discretionary time passengers have in the airport (Kirk, et al., 2012). This time could then potentially be spent in the retail environment. Kirk's (2013) research shows that unprepared passengers can potentially take six minutes longer in Security processing than prepared passengers, with this extra time having a knock-on effect on all other passengers waiting to be processed behind these unprepared passengers. Considering

the number of passengers who are processed through the Security domain for even one flight, this knock-on effect can potentially affect a large number of passengers' airport experiences.

Even a small proportion of passengers being confused about the products they are able to purchase on landside and take through Security to the airside area can increase the average waiting times of other passengers, and the number of passengers processed through this domain per hour. Longer Security processing time can, therefore, negatively impact the average amount of time passengers spend undertaking discretionary activities in the terminal; the amount of time they have to enter the retail environment; to undertake retail activities and interactions; and to have positive retail experiences and make purchases.

Adding to current passenger confusion, LAGs restrictions are proposed to be relaxed in 2013 in Australian international airport terminals (CAPA Center for Aviation, 2012). If these restrictions are changed, there is potential for increased passenger confusion, longer LAGs Security processing times, and diminished airside discretionary time. With the amount of discretionary time passengers have on airside being highlighted as a direct influence over their airside retail activities and interactions (Section 5.1.3), airports stand to benefit from keeping all passengers informed about current LAGs restrictions.

The actual retail locations passengers chose to enter on landside were seen to be influenced by their relative location to the LAGs Security domain. Passengers were seen to be more likely to enter retail outlets located on their path to the Security domain and entrance to airside. At Brisbane Airport, the airside entrance is located at the northern end of the landside area, in between the Check-in domain and the retail environment (Appendix J). No Brisbane passengers were seen to enter retail locations at the southern end of the terminal. To enter this end, passengers would have to move in the opposite direction to the main flow of foot traffic, and away from the airside entrance. This meant that no Brisbane passengers entered the fashion retail category as all of the retail outlets in this category are located on the southern end of the retail environment. Brisbane passengers were seen, however, to frequently visit eatery and newsagency outlets as these are the main two retail categories at the northern end of the retail environment close to the airside entrance (Table 5.5).

At Melbourne Airport, the landside area and its retail environment stretch over a central landside space and two corridors which connect the international terminal to the two domestic terminals, which sit either side (Appendix J). The majority of eatery outlets are located down these two side corridors, with passengers having to move away from the central landside area and airside entrance in order to visit these outlets. This layout meant that fewer Melbourne passengers visited eateries than those who visited newsagency outlets located in the central landside area (Table 5.5).

Passengers at Gold Coast Airport, however, entered eatery, newsagency and fashion retail outlets as these retail categories were the only ones located on landside, and were also on the way to the airside entrance. Despite the availability of all these retail categories, the eatery retail category was the most visited in the Gold Coast landside retail environment (Table 5.5). These results again highlight the important role this retail category plays in passengers' landside experiences of passengers being the most frequently visited by the 65% passengers who entered landside retail locations.

These findings also reinforce the differences between shopping malls and the airport retail environment. People go to shopping malls with the main objective of shopping; they go to airports with the main objective of flying (Freathy & O'Connell, 1998). The airport retail environment can be classified as a type of proximity retailing, where the retailer is located where the consumer is (Baron & Wass, 1996). Foot traffic is fundamental to the success of proximity retailers (Baron & Wass, 1996); thus, removing retail locations from mandatory processing domains decreases the amount of passenger traffic these retail locations receive. Retail outlets placed on the way to, or near, the airside entrance are more likely to be seen by passengers as they navigate through the landside area. This allows passengers to include retail outlets as a part of their landside experience, while continuing to pursue their main objective of boarding their flight on time.

Customs domain

Once passengers have completed the LAGs Security domain, they immediately enter the Customs domain. It is only after the completion of this Customs domain, that they begin airside discretionary time. On airside, the retail locations passengers entered were influenced by their proximity to this domain.

The results from Field Study One show that 97% of passengers entered the airside retail environment, with the duty free category being the most frequently entered. This was due to the layout of both the Melbourne and Gold Coast airside terminals. At both of these terminals, a duty free outlet is located directly beyond the Customs domain. Once passengers complete Customs at these two terminals, they must walk through a duty free outlet before they are able to enter the rest of the airside area and arrive at their departure gate.

This strategy of controlling passenger movement is referred to by Adey (2008) as giving the passenger 'no option'. This architectural design technique means that passengers are presented with spaces where they can only move forwards or backwards, and which thus invite an automatic response to keep moving forwards until they (logically) arrive where they think they are going - further into the airport terminal towards their boarding gate (Adey, 2008). This 'no potion' strategy at both Melbourne and Gold Coast Airports means that 100% of passengers at these two terminals enter duty free. Brisbane passengers however, are provided with an option, with twelve of the twenty passengers choosing to enter this retail category.

Research into passenger emotions during their airport experiences highlights the periods immediately after the completion of processing domains as an important time to encourage passengers to enter the retail environment and make purchases (Newman & Lloyd-Jones, 1999; Scholvinck, 2000; Thomas, 1997). It is argued that passengers experience an increase in positive emotions at this time, and these can be used to influence them to undertake retail activities (Scholvinck, 2000; Thomas, 1997).

At this stage in the international airport process, passengers have: successfully checked in their luggage and received their boarding pass on landside; navigated from landside into the airside area and completed Security and Customs processing; and have entered into discretionary or free time, with only Boarding remaining before they begin their travel. Scholvinck's (2000) stress curve shows that it is at this time that passengers' travel related-stress is at its lowest, and travel-related emotions of excitement and anticipation are at their highest. For those passengers not accompanied by wavers who did not experience a 'happy hour' on landside, this period on airside is the first time that their travel-related stress decreases enough to allow them to consider completing activities not directly related to boarding their

flight. With travel-related stress being diminished and positive emotions increased, Scholvinck (2000) argues that this is an ideal time to encourage passengers to enter and spend time in the retail environment, with positive emotions making passengers more likely to make purchases.

With stress being highlighted by the literature as a key influencing factor over passenger purchasing behaviour (Bork, 2007; Entwistle, 2007), this spike in positive emotions after the completion of Customs can be viewed as an argument for Melbourne and Gold Coast Airports ensuring that all of their passengers enter and walk through a duty free outlet; however, the findings from this research show that a larger proportion of the twelve Brisbane passengers who entered duty free made a purchase than passengers at the other two terminals (Figure 5.22). Brisbane passengers who chose to enter duty free were seen to be 7% more likely to make a purchase than Melbourne passengers, and 42% more likely than Gold Coast passengers. Brisbane passengers were also seen to spend, on average, $30 more per duty free transaction than passengers at the other two terminals.

The reason why Brisbane passengers made more duty free purchases can be linked to the decisions passengers made about their retail purchase before they entered the airport terminal. Traditional retail research divides consumer purchase decision making into two categories: (i) impulsive, and (ii) planned. Planned purchases are those that have been thought about and decided upon before a consumer enters a retail location or the airport itself. Although passengers' main objective in an airport terminal is to board their flight, not to shop (Bowes, 2002; Freathy & O'Connell, 1998), the findings from this field study show that passengers do come to the airport terminal with some idea of entering the retail environment and purchasing. The retrospective interviews found that 65% of the purchases made by passengers were planned, to some extent, before they entered the airport terminal.

During the retrospective interviews, passengers revealed that their planned purchases were not always completely planned before they entered the airport terminal, with 35% of purchases made being described as only partially planned, with at least one element being decided upon in the retail environment. Passengers identified the impulsive elements of their partially planned purchases to be influenced by the retail locations provided, the products stocked, and their pricing; in other words, these results show that partially planned purchases, like impulsive

purchases, are heavily influenced by factors present in the airport retail environment (Cobb, 1986; Lee & Kacen, 2008). While P8 was making a planned magazine purchase, for example, she had not planned exactly which magazine she would buy. She explained that the exact magazine she purchased and, therefore, the actual amount she ended up spending was determined by the range of magazines stocked in the newsagent location she entered (Figure 5.6); thus, two elements of her purchase were decided upon only after entering the airport retail environment.

Although forcing passengers to enter a retail location does guarantee that all passengers enter that location, it is not enough to ensure they make a purchase. The results from this study show that, ultimately, the products stocked, and their prices, are the most important factors which determine whether or not a passenger makes a purchase. Prices were found to be particularly important to passengers, with expensive pricing being viewed as a major purchasing deterrent.

Although passengers identified the opportunity to purchase products free from duty as an important part of the international airport experience, products stocked in duty free locations were not always considered to be priced competitively. Two passengers specifically discussed choosing not to make purchases in duty free as they knew that they would be able to find cheaper prices online. Airports need to recognise that the rapidly growing internet shopping market has implications for passenger purchases. Passengers are no longer a captive audience once they enter the airport terminal; they now have the ability to search for better deals online, and can even do this while filling in time at the terminal.

Boarding

Airside discretionary time ends when a passenger's flight is called for boarding, with this being the last time passengers complete processing activities. While in the airside area, passengers are provided with two main locations to spend their time: the retail environment or their departure gate. The majority of passengers entered their departure gate before their flight was called for boarding, spending, on average, 21% of their discretionary time there. The remaining 2% of airside dwell time spent in this location occurred after the passengers' flight was called for boarding and, therefore, during processing time. How early passengers entered their departure gate before their flight was called for boarding was seen to influence how long they spent in the retail environment and their retail activities and interactions.

Of the sixty passengers observed, 28% entered their departure gate during processing time. These passengers entered at this late stage because they were either in a processing domain or in the retail environment when their boarding call was announced. All of the passengers who were in a processing domain when their boarding call was made were observed at Gold Coast Airport. These passengers were seen to be either in the LAGs Security domain or Customs domain; meaning that all of their airside time was experienced as processing time. These passengers had a very limited amount of time to enter the retail environment, passing through the duty free outlet on their way to their departure gate. The rest of the passengers who entered their boarding gate during processing time however, waited in the retail environment, often waiting while seated in an eatery location close to their gate.

The remaining 72% of passengers entered their departure gate before their flight was called for boarding. A large proportion of these passengers chose to enter their departure gate and then stay here, with 27% entering only to return to the retail environment. The majority of this 27% of passengers located their gate soon after entering the airside before choosing to return to the retail environment, where they spent a large proportion of discretionary time browsing, seated in an eatery, or making a purchase that they could use as entertainment while waiting at their gate.

Separating departure gates from the retail environment has a negative effect on passengers' retail activities and interactions. The results of this study show that passengers could be encouraged to spend more time in the retail environment and less time at their departure gate if these two locations were more closely connected. Passengers could be more likely to wait for their flight in the retail environment if they were able to view their gate from there, thus, being able to easily see and hear announcements relating to their flight. Creating a stronger link between these two locations would also allow passengers to move between them more frequently without the fear of missing important flight updates.

6.2 SUMMARY

The results from Field Study One show that passengers' retail activities and interactions are influenced by three main factors: (i) their companions, (ii) airside discretionary time, and (iv) processing domains.

Who passengers were accompanied by in the airport terminal influenced how much discretionary time they spent in the retail environments on both landside and airside. Passengers accompanied by wavers were more likely to enter and spend money in the landside retail environment, in order to spend time with their wavers. Once on airside, the amount of time passengers spent in the retail environment was also affected by who they were accompanied by, with passengers travelling with others spending longer in the retail environment than passengers travelling alone.

The amount of discretionary time passengers had to fill on airside was found to directly influence their retail activities and interactions. Increased discretionary time on airside was found to be a positive influence over the number of retail locations passengers entered and the length of time they spent in these.

The processing activities passengers needed to undertake in the international terminal were also found to have considerable impact on their retail experiences. All four processing domains - (i) Check-in, (ii) Security, (iii) Customs, and (iv) Boarding - were found to have an influence over the retail locations passengers entered, the retail activities and interactions they engaged in, and the length of time they spent completing these activities and interactions.

The findings from Field Study One highlight these three airport-specific factors as important influences over passenger retail experiences. These factors were found to directly influence passengers' retail activities and interactions, with the landside and airside retail environments being shown to be distinct areas where passengers fulfil differing retail needs. This chapter also outlined how these specific-airport factors can be used to enhance the design of the landside and airside retail environments, thus allowing for the improvement of passengers' retail and overall airport experiences.

Implications for Field Study Two

The results from Field Study One show that passenger retail activities and interactions are influenced not only by airport-specific factors on the day of travel, but also by the decisions passengers make before entering the terminal. These decisions include the retail locations passengers plan to enter, and the purchases they plan to make. Passenger purchases were found to be either impulsive or planned to some degree before they enter the terminal. The following chapter now outlines Field

Study Two which was designed to investigate passengers' retail plans and how these influenced their actual retail experiences.

Chapter 7: Field Study Two

This chapter outlines Field Study Two and the methods used for this study, including the passenger recruitment process and the conduct of the pre-experience and post-experience interviews. This is followed by an explanation of the field study analysis, the results of this analysis, and a discussion of these results. The discussion of Field Study Two results focuses on passengers' planned airport retail experiences and how these differed from their actual retail experiences. Passengers' actual retail activities and interactions were found to be informed by their plans, and influenced by the length of discretionary time they spent in the airport terminal.

7.1 METHODS

This section outlines the specific methods used in Field Study Two, with the methodological foundations having previously been discussed in Chapter 4. Field Study Two included three sections: (i) passenger recruitment, (ii) pre-experience interviews, and (iii) post-experience interviews. Thirty passengers were recruited at Brisbane Airport on their day of travel. Pre-experience interviews focussed on what they expected to do during their airport experience, with particular emphasis on any plans to enter the retail environment, and the retail activities and interactions they planned to undertake. Post-experience interviews were then conducted with the same thirty passengers, focussing on what they actually did during their airport and retail experience; this facilitated an understanding of how and why passenger's actual experience differed from their expected experience.

7.1.1 Participants

Thirty passengers from Brisbane International airport participated in both the pre and post-experience interviews during December 2012, with the same thirty passengers participating in both interviews. Passengers' departure times varied from 9:30am to 11:30am, and their destinations included South East Asia, North America and New Zealand. (Further details on the passengers who took part in Field Study Two can be found in Appendix K.)

7.1.2 Passenger recruitment

Participation was sought on the day of travel by approaching passengers at Brisbane International Airport before they entered the check-in domain. They were provided with a flyer outlining general information about the research, details about the research methods used, and the researcher's contact details (Appendix C). Once passengers were confirmed to be flying internationally, not using an airline frequent flyer lounge, and had agreed to participate, they were asked to sign a consent form (Appendix B). All passengers were informed that they could withdraw from the research at any stage. Finally, information about their departure time, airline and flight number was requested.

7.1.3 Pre-experience interview

Pre-experience interviews were completed with the passenger immediately after signing the consent form, as they queued at Check-in. This location was chosen as it allowed passengers to continue with their normal airport experience without disrupting their ability to complete the first mandatory processing stage before boarding their flight. This location was also chosen as it allowed for the pre-experience interview to be conducted before passengers began their airport retail experiences, with Field Study One showing that the majority of these experiences began only after the completion of Check-in (Sections 5.5.2 and 6.1.4).

During the pre-experience interviews, passengers were asked about what they planned to do during their time in the airport terminal, with specific questions asked about the locations they planned to enter, and what they planned to do in these. To ensure consistency, a script was used for all of the pre-experience interviews, with this script not being seen by any of the passengers (Appendix L). Passengers were not prompted to discuss any specific locations in the terminal, and only the locations they mentioned as part of their plan were discussed, including both processing and discretionary locations.

Each of the pre-experience interviews took between five and fifteen minutes depending on the extent to which the passenger had planned their airport experience and the number of retail locations, activities and interactions they planned to undertake during this experience. Once this interview was completed, the researcher and passenger then agreed to meet at the passenger's departure gate approximately

ten minutes before their flight's scheduled boarding time. At this stage, the researcher left the passenger to complete their airport experience and did not interact with them again until the post-experience interview.

7.1.4 Post-experience interview

Post-experience interviews were completed with passengers at their departure gate, approximately ten minutes before their flight began boarding. This location was chosen as all passengers must enter this location at the end of their airport experience in order to board their flight. This meant that the post-experience interviews could be conducted with minimal impact on passengers' airport experiences. The researcher arranged to meet the passenger ten minutes before their flight was called for boarding to ensure that the post-experience interview could be completed without hindering them from boarding their flight on time.

During the post-experience interview, passengers were asked about their actual airport experience, with specific questions on how their actual experience differed from their expected experience. Again, to ensure consistency, a script was used for all of the post-experience interviews, with this script not being seen by any of the passengers (Appendix L). Each of the post-experience interviews took between ten to 20 minutes depending on the number of retail locations entered and activities and interactions passengers actually undertook.

All of the interviews, both pre and post-experience, were digitally recorded and transcribed at a later date.

7.2 ANALYSIS

This section outlines the data analysis methods used for Field Study Two, with a detailed outline of the coding schemes which were developed for both the pre- and post-experience interviews. One researcher coded all the data from Field Study Two, with all interviews being transcribed and coded within two weeks of data collection using Atlas.ti software (Atlas.ti, 2010). To ensure no researcher bias, a 'blind' researcher was used to check the coding (as outlined in Section 4.6).

The coding scheme developed for the pre-interviews identified the locations, activities, interactions and purchases passengers planned to undertake while in the airport terminal, and the reasons these were planned. The coding scheme developed

for the post-experience interviews, however, reflected passenger descriptions of the actual locations, activities, interactions and purchases they made during their time in the airport terminal. The coding schemes for both the pre and post-experience interviews were developed with the same six levels, as shown in Table 7.1.

Table 7.1 Pre and post-experience interview coding scheme

Code Levels	*Codes*	
Location Level	- Landside areas - Airside areas - Non-entrance - Seating areas - Bathroom - Tax refund service	
	- Processing Domains	- Check-in - Security - Customs - Departure gate
	- Retail Locations	- Eatery - Newsagency - Duty Free - Fashion - Service - Finance
Activities and Interactions Level	- Purchase - No purchase - Planned purchase - Partially planned - Impulse purchase (post-experience interview only)	- Sitting - Consuming purchase - Using purchase - Staff interaction - Waver interaction - Travel companion interaction
Purpose Level	- Browsing - Purchasing - Comfort	- Convenient location - Personal preference - Wasting time
Purchase Information Level	- Dollar amount - Alcohol - Beauty - Beverage - Food - Clothing/accessories	- Confectionary - Electronic - Reading material - Service - Other
Reason for Purchase Level	- Entertainment - Personal	- Gift - Sale/price
Experience Type Level	- Positive - Neutral	- Negative

These coding levels were dependent on what the passengers discussed during their interviews. The first two levels location, and activities and interactions - have already

been outlined in Section 4.5. Four additional coding levels were developed for the interview coding schemes: experience type, purpose, reason for purchase, and purchase information. These coding levels focussed on how the passenger described both their planned and actual retail experiences. The 'experience type' level included three codes: positive, negative and neutral, allowing for the coding of how passengers described their expected and actual airport experiences. The 'purpose' and 'reason for purchase' code levels allowed for the coding of passengers' descriptions of reasons for entering specific retail locations or seating areas, or for making a purchase. The final 'purchase information' coding level includes all codes pertaining to information about passengers' retail purchases, such as product type and dollar amount (Table 7.1).

An extra code was incorporated into the post-experience coding scheme to reflect the difference between passengers' planned and actual airport purchases. This was the 'impulse purchase' code included in the 'purchase information' coding level. The impulse purchase code was added to accommodate passengers' descriptions of making a purchase which they had not mentioned during their pre-travel interview, and had not planned on making at all before entering the airport terminal. (Further details on both of the coding schemes and how they differed can be found in Appendix M.)

7.3 PASSENGERS' PLANNED AND ACTUAL EXPERIENCES

This section outlines the results from both the pre and post-experience interviews. Through the comparison of these interviews, data was gathered on passengers' actual experiences in the retail environment (thus addressing the main retail question) and the factors, both before and on the day of travel, which influenced these experiences.

7.3.1 Passengers' airport expectations and experiences

During the pre-experience interviews, 50% (*n15*) of passengers expected their overall airport experiences to be positive. The majority of passengers (*n14*) expected that the most positive part of their airport experiences would be successfully boarding their flight without any complications, such as long waiting times in processing domains and flight delays (Figure 7.1). A smaller number of passengers

(*n6*) expected that the retail environment would be the most positive part of their airport experience.

> *Yeah, it will be good if it runs quite smoothly, then you can just relax and you know that you are going to be on time and not rushing.*

Figure 7.1 Passenger 24 discussing a positive airport experience

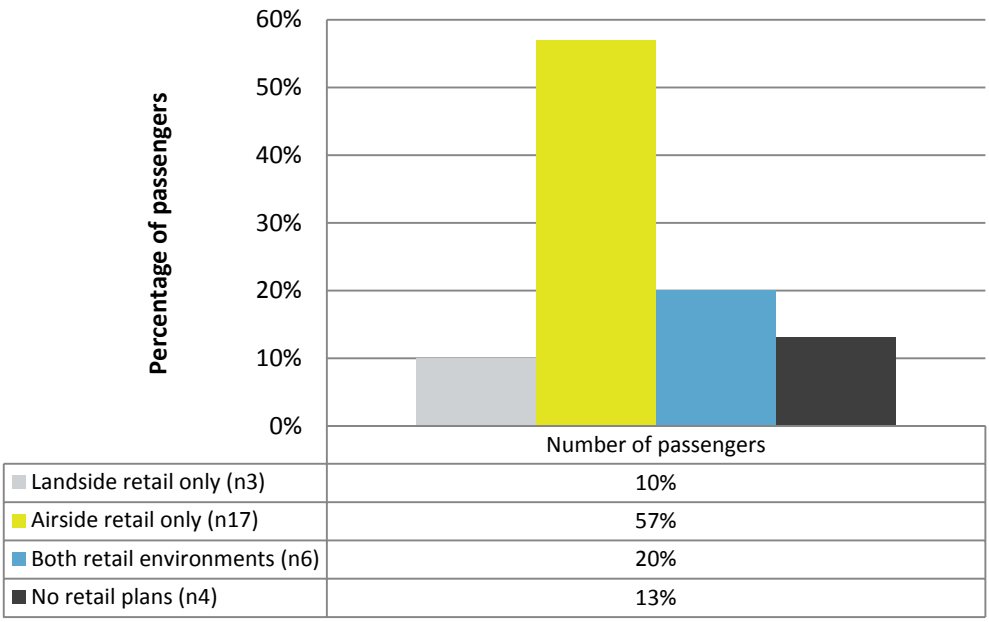
During the post-experience interviews, 53% (*n16*) of passengers described their actual airport experiences as having been positive. The main reason given for a positive experience was that 'nothing went wrong', with passengers focussing on positive processing experiences (Figure 7.2). Processing experiences were also highlighted by passengers as the main factor which made their airport experiences negative, with unexpected delays at all four processing domains - Check-in, Security, Customs and Boarding - being discussed.

> *No negative parts it was all fine, quick moving, you could move through customs pretty quickly and no long waits anywhere so that was good.*

Figure 7.2 Passenger 17 discussing their positive airport experience

7.3.2 Passengers' retail plans and actual experiences

Of the thirty passengers interviewed, 87% (*n26*) discussed plans to enter the retail environment, with 80% (*n24*) planning to make a purchase at some stage during their airport dwell time. The eatery category was the most commonly discussed of all retail plans. This category was described as a place where passengers planned to sit, relax, and spend excess airport dwell time, '*If there's any time go and sit down and have something to eat*'. The majority of passengers - 77% (*n23*) - discussed plans to enter the airside retail environment: considerably fewer - 30% (*n9*) - planned to enter the landside retail environment (Figure 7.3).



	Number of passengers
Landside retail only (n3)	10%
Airside retail only (n17)	57%
Both retail environments (n6)	20%
No retail plans (n4)	13%

Figure 7.3 Passengers' planned retail visits

Of the 30% (*n9*) of passengers who intended to enter the landside retail environment, 27% (*n8*) discussed plans to enter eatery locations (the finance category was the only other retail category mentioned). These passengers cited previous experience of landside cafes as the main reason why they wanted to enter these. One passenger, however, did not have any previous experience of flying internationally and discussed that she planned to enter a landside eatery on advice she had received: '*Well I've been told that's cheaper before you go through and more variety*'.

Of the thirty passengers in Field Study Two, 7% (*n2*) were accompanied by wavers, with only half of these planning to enter the landside retail environment. P25 planned to leave the airport terminal after completing Check-in to have breakfast with her waver at a nearby shopping centre. When asked why she planned to leave the airport, P25 discussed that her waver did not want to pay '*ridiculously expensive*' parking prices to be able to enter and spend time in the terminal.

Fifty-seven percent (*n17*) of passengers discussed plans to enter the airside retail environment only, with no plans to enter the landside retail environment (Figure 7.3). These passengers discussed a preference for the airside retail environment over landside as they were either not interested in the retail outlets on landside, or wanted to complete Security and Customs processing before completing

retail activities (Figure 7.4). Once entering the airside area, passengers discussed plans to enter eatery, newsagency, duty free and finance retail categories.

> *I think I prefer it down stairs, yeah I just like it downstairs, you feel as if you're… you know on the way, going through, getting through all of the customs and stuff, getting that out of the way.*

Figure 7.4 Passenger 28's preference for entering the airside retail environment

In total, 77% (*n23*) of passengers' described their actual airport retail experiences as having differed from their planned experiences, with these differences including the retail locations passengers entered and the purchases they made. Seventy-seven percent (*n23*) of passengers discussed making purchases during their actual retail experiences, with an even number of these making planned and impulse purchases (Figure 7.5). Passengers often described making more than one type of purchase. The majority of impulse purchases coincided with passengers entering unplanned retail locations, and all of the purchases passengers had planned to make but did not, coincided with not entering a planned retail location.

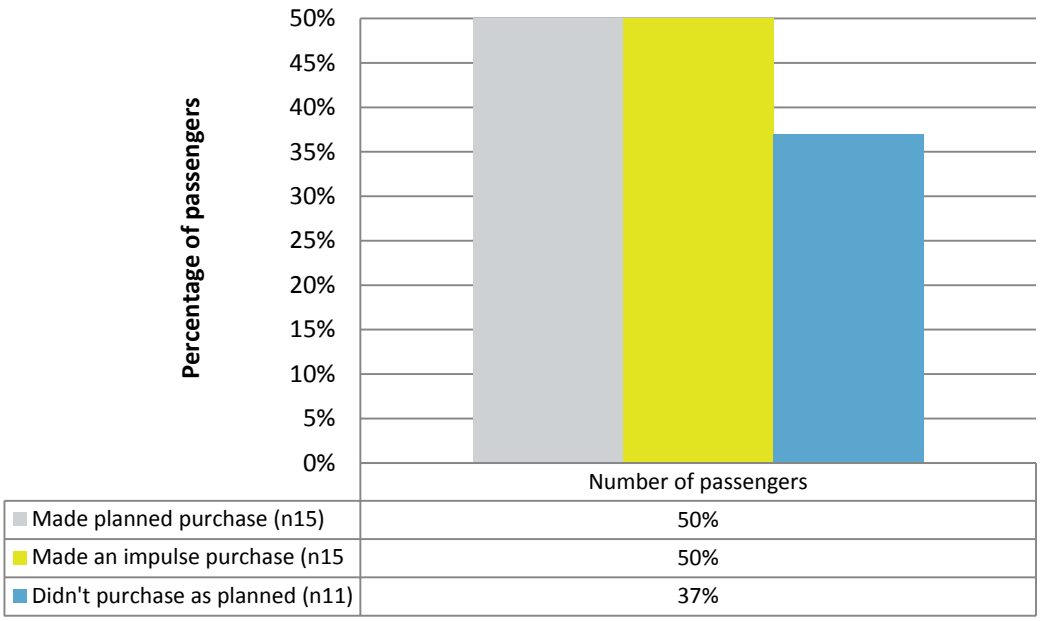


Figure 7.5 Passengers' actual purchases

Unplanned retail visits

In total, 50% (*n15*) of passengers discussed entering unplanned retail locations during their retail experiences. The majority of these unplanned visits occurred on airside, with only 10% (*n3*) of passengers entering unplanned retail outlets on

landside. During their post-experience interviews, passengers discussed two reasons for entering an unplanned retail location: an unforseen event or the need to fill in time.

The majority of unplanned retail visits made by passengers occurred because they had extra time which they needed to fill (Figure 7.6). An equal number of passengers discussed entering unplanned retail locations during this excess time to browse or to make a food or beverage purchase. Only 3% (*n1*) of passengers discussed entering the landside retail environment in order to fill excess time, with the remaining 37% (*n11*) entering retail locations on the airside of the terminal. Entering an unplanned retail location in order to fill time was found to account for 33% (*n10*) of the impulse purchases made by passengers (Table 7.2).

Where did I go, I sat down for a minute and I thought what am I going to do, I had a look around, tried some perfume on, I just kept browsing.

Figure 7.6 Passenger 28 discussing the retail environment as a place to fill time

The duty free category on airside was discussed by 13% (*n4*) of passengers. These passengers chose to make unplanned visits to the duty free outlet as it's '*something you just have to do*', citing an interest in browsing the range of products stocked and their prices. Half of these passengers made an impulse purchase during their unplanned visit to duty free, with the other half just browsing. P17 discussed taking note of the prices of products that she was considering purchasing on her return trip. P15 also discussed taking note of the prices; however, she did not consider making a purchase as: '*I'd already been looking at prices and I'd seen cheaper prices online*'.

Table 7.2 Passengers' unplanned retail visits to fill in time

Location	*Retail categories*	*Number of passengers*	*Impulse purchases*
Landside	Newsagency	1	1
Airside	Eatery Newsagency Fashion Duty Free	11	9

Another two passengers made unplanned retail visits due to unexpected issues in the airport terminal. One passenger encountered an unexpected problem in

Security relating to the contents of his carry-on baggage, with the other passenger encountering issues related to her travel plans at her destination. Both of these passengers made impulse purchases in the airport terminal to solve these problems.

Passengers who did not enter planned retail locations

In total, 37% (*n11*) of passengers discussed not entering retail locations which they had planned to enter (Table 7.3). These passengers did not have enough time in the terminal to complete their planned retail activities and interactions, including planned purchases, as they spent longer than expected in another location. The majority of these passengers - 17% (*n5*) - discussed spending longer than expected in processing domains, and no longer having enough discretionary time on airside to enter the retail environment (Figure 7.7).

Yeah, no cause I was looking at my watch thinking it's getting too late, so you know…

Figure 7.7 Passenger 27's longer than expected processing times effect on their retail plans

Another 6.5% (*n2*) of passengers spent longer than expected in a retail location. P18 and his companion decided to enter into an unplanned airside eatery location, leaving this location only when their flight was called for boarding. P25, however, was not able to enter any of her planned airside retail locations as she spent longer than expected outside of the terminal with her waver.

Table 7.3 Passengers who did not enter planned retail locations

Location	*Retail categories*	*Number of passengers*	*Didn't make planned purchases*
Landside	Eatery	2	2
Airside	Eatery Newsagency Duty free	9	9

The remaining 13% (*n4*) of passengers entered retail locations in a different part of the airport than planned. Half of these passengers discussed plans to enter eatery locations on airside, but chose instead to visit these on landside. Both of these passengers discussed this change of location occurring on impulse, with P23 stating: '*the stuff in the counters looked good.... we just wanted a proper breakfast so that's where we went*'. The remaining passengers said they had plans to enter landside

eatery locations, but chose to postpone these eatery visits until airside as Check-in processing took longer than expected.

7.4 DISCUSSION

The results from Field Study Two highlight that the main focus of passengers in the airport terminal is boarding their flight on time, with passengers only having a positive airport experience if they achieve this outcome. Before boarding their flight, 87% of passengers planned to enter the retail environment, with 80% planning to make a purchase. These results challenge the argument made Baron and Wass (1996) that a large number of passengers do not associate airports with shopping. Although the main objective in the airport for passengers is to board their flight, the findings from Field Study Two demonstrate that the retail environment is also considered as an important part of their expected airport experience.

The majority of passengers - 77% (*n23*) - planned to enter the airside retail environment; a smaller proportion - 30% (*n9*) - planned to spend time in the landside retail environment (Figure 7.3). One passenger (P25), however, planned to leave the airport terminal to have a meal with her waver (rather than doing this in the landside retail environment) because she did not want her waver to have to pay the expensive airport parking fees. P25 was dropped off by her waver so that she could complete Check-in. After Check-in, she planned to return to her waver, and then go and spend quality time at a nearby shopping centre, and to return in time to complete the remaining processing domains and board her flight.

P25's plans highlight that not all passengers consider themselves to be a captive audience in the airport terminal. Once passengers enter landside, they are able to leave the terminal and find alternative retail options outside. Although P25's plans to leave the terminal could be considered a rare case, this instance does highlight that expensive parking costs are a real disincentive to wavers entering and spending time with their passengers in the terminal. Freathy and O'Connell (2000) argue that the range of outlets provided in the landside retail environment have been carefully chosen to appeal to wavers, encouraging them to spend time and money in this location. If airports want wavers to enter the terminal and spend time and money in the retail environment, they need to support wavers to do so, instead of deterring them with expensive parking costs.

The results of Field Study Two highlight eateries as the most important retail category included in passengers' airport plans. Passengers associated eateries with a place to sit, relax and spend free airport time, on both the landside and airside of the terminal. The main reason why passengers planned to spend time in the landside retail environment was to have a meal, and they believed that the range of outlets provided there had a larger and better range of food and beverage products than airside. This preference was gained through previous experience, both first-hand and from others. One passenger, for example, did not have previous experience to draw from, as it was her first international flight (Appendix K); however, she planned to enter a landside eatery as she had been advised by a friend that the landside retail environment included more variety and better prices. These results illustrate that passengers' retail plans are heavily influenced by previous personal and word-of-mouth experiences.

Once on airside, passengers planned to enter a much broader range of retail categories including eatery, finance, newsagency and duty free locations. Those who discussed a preference for the airside retail environment also cited previous experience. During previous airport experiences, for example, some were not able to relax on landside as they still had two major processing domains to complete. After completing Security and Customs processing, however, they planned to enter and spend their free time in a larger range of retail outlets, being better able to relax in the airside section of the terminal. These results again highlight the important role that passengers' previous airport experiences play when forming their retail plans.

The findings from Field Study Two show that passengers plan, and expect to complete, different retail activities and interactions in the landside and airside retail environments. Passengers associate the landside retail environment with a place to sit and eat, not as an area to spend extended time browsing retail outlets. On airside, on the other hand, passengers planned to spend time in eateries as well as browsing retail locations, expecting to spend the majority of their airport dwell time on this side of the terminal. Within current Australian International Airport design, however, the landside retail environment is a smaller but nearly identical version of the airside retail environment. Once passengers enter the airside retail environment, they are presented with only a slightly larger range of retail outlets, products and brands in a larger space. Thus, the finding from Field Study Two (that passengers intend to

spend more time in the airside retail environment) shows that this current retail layout and balance does not match passengers' retail plans and expectations.

The results from Field Study Two show that 77% (*n23*) of passengers' actual retail experiences differed from their plans. Their actual retail activities and interactions were found to be heavily influenced by the amount of time they spent undertaking discretionary and processing activities. When making their airport plans, all of the thirty passengers expected that they would have some free or discretionary time in the airport that they would need to fill; however, a large proportion of passengers ended up having more discretionary time than they had expected.

During their discretionary time, 50% (*n15*) of passengers entered retail locations not included in their retail plans. The majority of these passengers entered these locations as a direct result of having excess discretionary or waiting time, and were looking for activities to help pass this time. Passengers used shopping, browsing, eating and drinking as entertainment, and chose these retail activities and interactions as they are the main retail experiences currently provided in the airport.

During this extra discretionary time in unplanned retail locations, 33% (*n10*) of passengers made impulse purchases. This equates to over half of the 50% (*n15*) of passengers in Field Study Two who made an impulse purchase (Figure 7.5), and shows a strong link between impulse purchases and a need to fill in enforced leisure time in the airport. Hoch and Lowenstein (1991) identified reduced airport time as an important factor which can trigger passengers to make impulse purchases. In contrast, however, the results of Field Study Two support the arguments of Bowes (2002) and Castillo-Manzano (2009) who link increased airport waiting time to increased passenger spending.

Despite the positive influence of discretionary time on retail activities and interactions, more discretionary time will not always result in increased passenger spending. This is highlighted by the experiences of P15 who entered duty free, browsing in this location to fill in excess discretionary time. P15 chose not to make an impulse purchase in this location as she was dissatisfied with the pricing of products stocked, having seen cheaper prices online. These results highlight that simply forcing passengers to spend increased amounts of discretionary time will only result in increased spending if the retail environment reflects passengers' retail needs and wants. Generally, however, passengers do enter unplanned retail locations and

make impulse purchases while filling excess discretionary time. Airports, therefore, have an opportunity to promote retail expenditure on experiences which passengers can use to convert boredom and wasted time into useful and entertaining travel-related experiences (Lloyd, 2003).

The amount of discretionary time passengers spend in the terminal is directly related to how much dwell time they have left after completing processing activities. While in the airport, passengers need to complete four processing domains in order to board their flight: Check-in, Security, Customs and Boarding. The time taken to complete of all four of these domains influenced passengers to alter their retail plans, either changing the locations they entered, or cancelling their planned retail activities and interactions, including their planned purchases.

Two passengers chose not to complete planned landside retail activities as Check-in processing took considerably longer than they had expected (Table 7.2). Both of these passengers prioritised processing activities over retail activities, moving to the airside of the airport terminal after Check-in to complete Security and Customs processing. These results reinforce those of Scholvinck (2000) and Thomas (1997) who argue that stress related to the timely completion of processing domains influences when and where passengers undertake retail activities and interactions in the airport terminal. If passengers are concerned about being able to complete processing activities before their flight's scheduled boarding time, they will prioritise processing activities over retail activities (Scholvinck, 2000; Thomas, 1997). These findings are also highlighted by another two passengers who chose to enter retail locations on landside which they had planned to enter on airside. After completing Check-in within their expected time frame, these passengers were not faced with time pressures to move to airside and were able to change their retail plans and enter the landside retail environment. These passengers could be considered to have experienced a 'happy hour' period, where stress related to boarding their flight on time diminished after the completion of Check-in, thus promoting their ability to spend time in the landside retail environment (Thomas, 1997). These results highlight that stress related to the timely completion of the Check-in domain, influences whether or not passengers choose to enter the landside retail environment.

Twenty-three and a half percent (*n7*) of passengers discussed not having enough discretionary time to complete their planned airside retail activities and

interactions after completing Check-in, Security and Customs processing (Table 7.3). The majority of these passengers (17% or *n5*) spent longer than they had expected undertaking processing activities, with the other 6.5% (*n2)* spending longer than they had expected completing non-processing activities. All of the 37% (*n11*) of passengers who were not able to make purchases they had planned discussed having less discretionary time in the terminal than they had expected; this meant that they were not able to enter all of their planned retail locations. These results again highlight that the amount of discretionary time passengers have in the airport terminal influences their retail activities and interactions. In opposition to Hoch and Loewnstien's (1991) view, this study shows that passengers facing time pressures are less likely to make their planned purchases.

The findings from Field Study Two show that, although the main objective of passengers in the airport terminal is boarding their flight on time, entering and spending time in the retail environment is an important part of their expected experience. In contrast to Bowes' (2002) argument that this primary purpose presents a significant challenge to airport retailers, these findings show that this only becomes a challenge if passengers do not have enough discretionary time to complete their planned retail activities and interactions. The majority of passengers come to the airport with plans to enter the retail environment and make a purchase. To allow passengers to complete these retail plans, airports need to reduce the amount of time they spend as processing time. Decreased processing times would mean increased discretionary time, with the amount of discretionary time spent directly linking to the retail activities and interactions passengers are able to undertake.

7.5 SUMMARY

This chapter outlined the objectives of Field Study Two and the methods and procedures used to fulfil these objectives. The results show that passengers expect that the retail environment will play an important role in their airport experiences, and that they will have free time to spend there. Indeed, 87% of passengers planned to enter retail locations, and 80% of these planned to make a purchase.

While making their retail plans, passengers intended to use the landside and airside retail environment in different ways. The main reason passengers planned to enter landside was to sit and have a meal in an eatery. On airside, however, they

expected to enter a much broader range of retail categories, utilising shopping, browsing and eating to fill their discretionary time. The types of retail categories passengers planned to enter in the landside and airside retail environments were found to be influenced by their previous experiences, both first-hand and word-of-mouth.

The results from Field Study Two show that passengers' actual retail experiences were informed by their plans, as well as being considerably influenced by their actual airport experiences. These results confirm those of Field Study One: that passengers' retail experience are influenced by the airport context and, therefore, must be understood within that context; the retail locations passengers entered and the activities and interactions they carried out in these were impacted by the amount of discretionary time they had in the airport terminal; and that increased discretionary time motivated passengers to enter retail locations not included in their plans, and to make impulse purchases as a means of filling their extra discretionary time.

The following chapter now discusses the findings from both Field Study One and Field Study Two (Chapters 5, 6 and 7), and presents these findings in two passenger retail experience models which outline the airport-specific factors which influence how passengers use the landside and airside retail environments.

Chapter 8: A New Understanding of Passenger Retail Experiences

The current understanding of passenger retail experiences focuses on passenger purchases and how these can be increased (Bowes, 2002; Crawford & Melewar, 2003; Geuens, et al., 2004; Newman & Lloyd-Jones, 1999). This chapter presents a new understanding of how passengers use and experience the airport retail environment. The results from both Field Study One (Chapter 5) and Two (Chapter 7) show that passengers' retail experiences are made up of a much broader range of activities and interactions than purchasing alone. These retail activities and interactions are shown to be influenced by factors specific to the landside and airside of the airport terminal, meaning that passengers experience these two retail environment in different ways.

These factors and their influences over passengers' retail experiences are illustrated in this chapter by two passenger retail experience models. This chapter also outlines how the new understanding of passengers' airport retail experiences presented by these models can be used by airports and retail operators to design retail environments and the terminal areas they sit in to create improved passenger retail experiences and increase retail expenditure.

8.1 PASSENGERS' ACTUAL AIRPORT RETAIL EXPERIENCES

Current literature on passenger airport retail experiences (Chapter 2) focuses on the purchases passengers make, the amount of money spent, a limited range of airport-specific factors which influence these, and how these factors can be used to increase purchasing (Bowes, 2002; Crawford & Melewar, 2003; Geuens, et al., 2004; Newman & Lloyd-Jones, 1999).

One of the main airport-specific factors identified by the literature as an influence over what passengers do in airport retail environments is time availability. Time constraints are an unavoidable factor associated with airports, with all the activities undertaken by passengers during their airport dwell time being governed by flight schedules (Bowes, 2002). Passengers' airport dwell time is broken into processing and discretionary time (Section 2.1). The amount of time passengers

spend as processing time determines how much time they have left over in the airport terminal as discretionary time. It is during discretionary time that passengers can enter and spend time in the retail environment.

Current retail literature argues that the amount of money passengers spend in the retail environment is proportionate to the total amount of discretionary time they spend during their overall airport dwell time. This literature argues that increased overall discretionary time spent in the airport terminal will result in the passenger spending a proportionally increased amount of money in the retail environment (Bowes, 2002; Torres, et al., 2005). This view is extremely limited, as it suggests that discretionary time is the only factor which influences passengers' retail purchases (Figure 8.1).

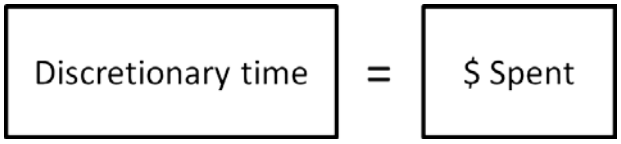


Figure 8.1 Current understanding of passenger retail experiences

This narrow focus does not address the diverse range of factors which influence how passengers use the retail environment and, therefore the full range of experiences they have there. By investigating the main research question - **What do passengers do in airport retail environments?** - this research project provides a deeper understanding of what passengers actually do in airport retail environments, and identifies the complete range of airport-specific factors which influence passengers' retail activities and interactions.

The results from Field Study One and Two (Sections 5.5 and 7.3.2) show that there is no direct relationship between overall discretionary time spent in the airport terminal by passengers and the amount of money they spend in the retail environment. This is because firstly, passengers do not experience one large period of discretionary time; instead they experience three periods of discretionary time, with two of these occurring on landside and one on the airside of the airport terminal (Section 2.1). The results from Field Study One and Two illustrate that the ways in which passengers experience these three discretionary periods is very different, meaning in turn, that the retail experiences they seek and actually complete during these are also very different. Secondly, the results from both field studies identified that the retail activities and interactions passengers undertake, including their

purchases and the amount of money they spend, during their retail experiences are influenced by not only how they experience discretionary time, but also by a broad range of airport specific-factors. These factors include: previous experiences, retail plans, wavers, travel companions, processing time, landside dwell time, airside discretionary time, retail locations, seating areas, products purchased, and the location of processing domains (Figure 8.2).

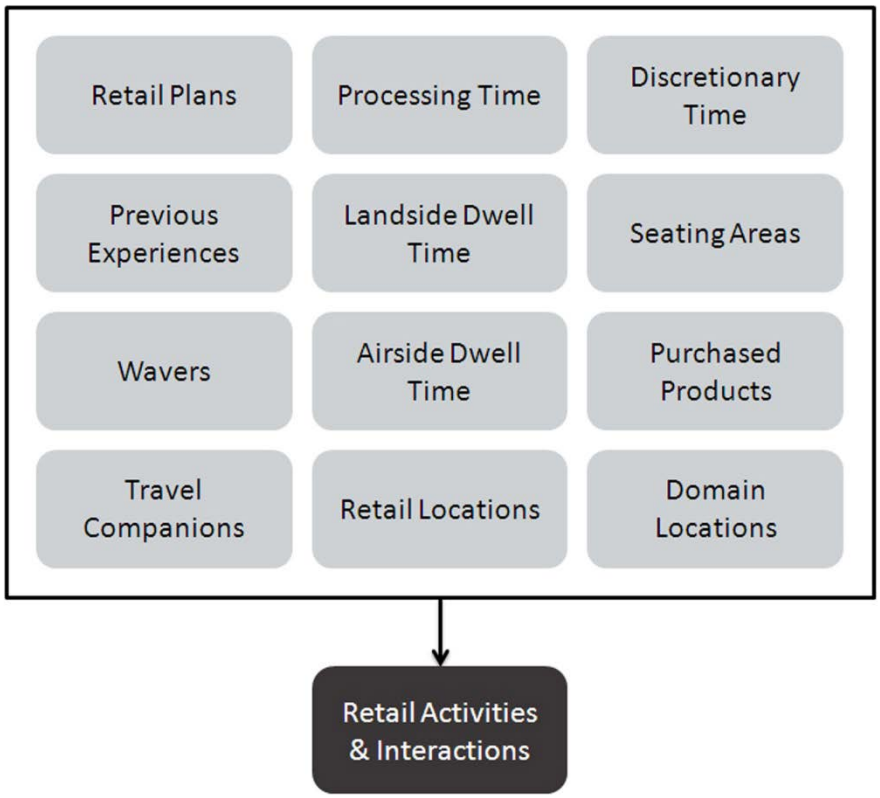


Figure 8.2 Airport-specific factors identified to influence passengers' retail experiences

These twelve airport-specific factors were found to influence passengers' retail experiences in two ways, either influencing the number and types of activities and interactions undertaken or when during their airport dwell time passengers chose to enter or leave retail locations. For example, Figure 8.3 shows that the retail environment locations passengers choose to enter influences the number and type of retail activities and interactions they undertake. These retail activities and interactions undertaken, in turn, influence how long passengers spend in these retail locations and therefore when they choose to leave the retail environment.

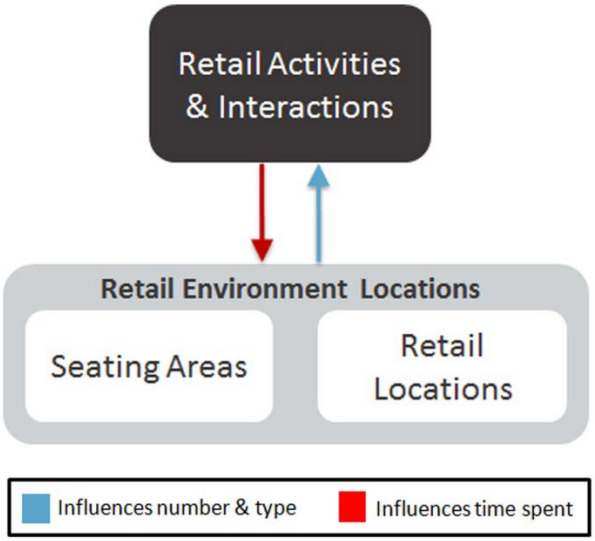


Figure 8.3 Airport-specific factors influence over number, type undertaken and time spent

The findings from this research (Chapters 6 and 7) show that passengers' retail experiences cannot be separated from the airport context. The international airport is divided into two sections, landside and airside, with both of these sections containing separate retail environments. The retail activities and interactions passengers carry out in these two retail environments are influenced by factors specific to the section of the terminal they are located on. For this reason, passengers experience the landside and airside retail environments in different ways. The main airport-specific factor to influence passengers' landside retail activities and interactions is whether or not they are accompanied to the terminal by wavers. On airside, however, the most important airport-specific factor was found to be how much discretionary time passengers need to fill before boarding their flight, with the length of airside discretionary time being directly influenced by their landside dwell time.

8.2 LANDSIDE RETAIL EXPERIENCES

The findings from Field Study One (Section 6.1.3) show that the amount of discretionary time passengers spend on landside does not directly influence how they use the landside retail environment, the locations they enter, the purchases they make, or the money they ultimately choose to spend. Rather, whether or not passengers choose to enter the retail environment directly influences how long they spend as landside discretionary time. Whether or not a passenger chooses to enter the landside retail environment, and retail activities and interactions they actually

undertake here are influenced by three main factors: (i) wavers, (ii) processing time, and (iii) domain locations.

Wavers

The most important influence over passengers' landside retail experiences is their companions. On landside, passengers can be accompanied by both travel companions and wavers. Being accompanied by a waver was found to positively impact: retail plans, retail activities and interactions, retail locations entered, products purchased, amount of money spent, and the length of discretionary time spent in the landside retail environment.

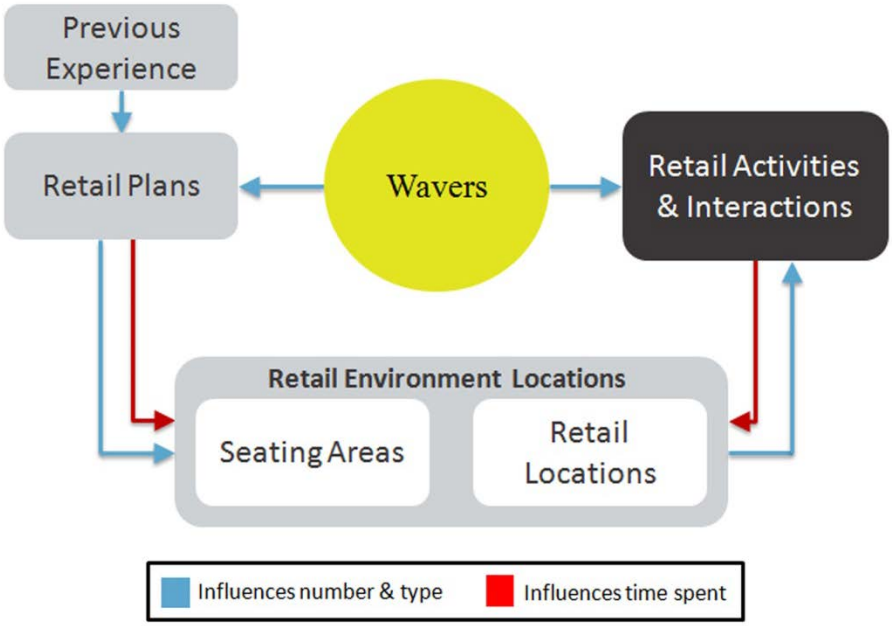


Figure 8.4 Influence of wavers on landside passenger experiences

The findings from Field Study One (Section 6.1.2) show that the main reason passengers choose to enter the landside retail environment is to spend quality time with their wavers. Figure 8.4 shows that the presence of wavers influences the number and type of retail plans passengers make before they enter the airport terminal. Passengers accompanied by wavers are more likely to make plans to enter and spend time in the landside retail environment, as wavers are only allowed in the landside area of the airport terminal.

Passengers choose to undertake retail activities and interactions to enhance their social interactions with their wavers. Eateries and seating areas are the main retail environment locations passengers and wavers can spend time together. Eateries

provide passengers with food and beverage products which they can purchase and use to enhance and prolong their social interactions with wavers. Seating areas are used by passengers and wavers as comfortable and relaxed locations to consume these purchases. Although passengers do not spend money in seating areas, they are a valuable extension of the retail environment on landside where passengers engage in retail activities and interactions and spend social time with their wavers, thus improving the quality of their landside experiences. The retail environment is an important area that passengers plan to, and actually do, spend time with their wavers on landside (Sections 5.5.2 and 7.3.2).

Passengers' retail plans were also found to be influenced by their previous airport experiences (Section 7.3.2). The retail locations passengers planned to enter, the length of time spent in these and product they planned to purchase on landside are informed by their previous airport retail experiences (Figure 8.5).

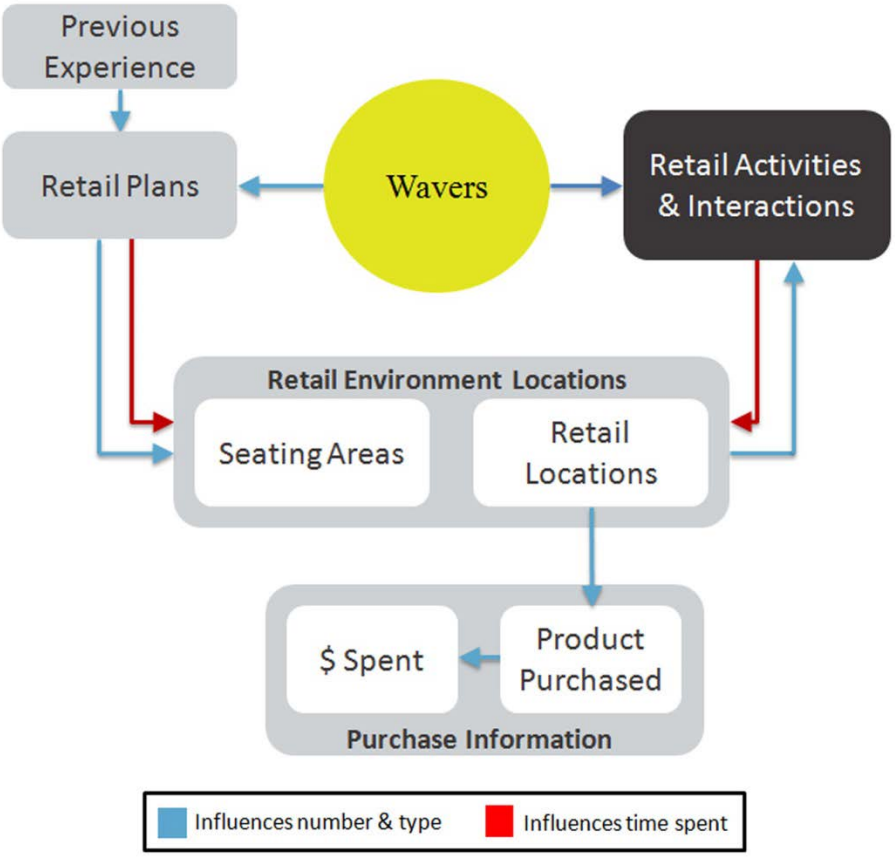


Figure 8.5 Influence of retail locations on passenger landside retail activities and interactions

The locations passengers choose to enter in the retail environment influences the retail activities and interactions they undertake (Section 5.5.1). The retail

locations entered by passengers also determines the products they can purchase and, therefore, the amount of money they ultimately choose to spend in the landside retail environment. The products passengers purchase influence, in turn, the retail activities and interactions they undertake. Wavers, therefore, have a positive influence on the retail environment locations passengers enter, retail activities and interactions undertaken in these, the purchases they make, and the money they spend on landside (Figure 8.5).

Passengers without wavers (both passengers travelling with companions and travelling alone), however, have less incentive to enter the landside retail environment (Section 6.1.2). Passengers without wavers are less likely to make plans to enter the landside retail environment as they do not need to spend social time on landside; passengers and their travel companions are able to spend time together throughout their entire airport dwell time. Passengers without wavers are, therefore, less likely to enter into the landside retail environment, less likely to undertake retail activities and interactions, and less likely to make purchases on landside.

The presence of wavers plays a central role over the retail activities and interactions passengers choose to undertake in the landside retail environment. Despite this, the current literature (Section 2.3.2) only differentiates passenger segments depending on where or why they are travelling (Freathy & O'Connell, 2000). The findings from this research show that the first level of segmentation which should be applied to passengers to be able to understand the retail experiences they seek is who they are accompanied by to the airport terminal. Passengers with wavers constitute the main market segment which uses the landside retail environment. This market segment enters, spends time in and makes purchases in the landside retail environment as they are seeking retail experiences that they can use to enhance their time with their wavers. The landside retail environment should, therefore, be designed to promote social interaction between passengers and wavers. Eateries and seating areas are the main retail environment locations which allow for these social interactions and should, therefore, be designed to play a more prominent role on landside.

In order to motivate wavers to enter the airport terminal, airports also need to consider the impact of airport terminal parking prices. The findings from Field Study Two (Section 7.3.2) indicate that current parking prices negatively impacted the

duration of time wavers spent on landside and the actual number of wavers who chose to enter the airport terminal.

Landside processing time

On landside, passengers experience two discretionary periods, one once they enter the terminal before Check-in and then again after completing Check-in (Section 2.1). How long passengers choose to spend during these two discretionary periods was also found to be directly influenced by how long they spend undertaking processing activities (Figure 8.6). On landside, passengers need to complete one processing domain: Check-in. If the completion of this processing domain takes longer than the passenger expects, then they are likely to have an increase in negative travel-related emotions, experiencing anxiety about their ability to board their flight on time (Davies, 1995; Lamcraft, 1998; Newman & Lloyd-Jones, 1999; Scholvinck, 2000; Thomas, 1997). If passengers experience these negative emotions, then they will prioritise the completion of processing activities over retail, choose to forego landside retail plans, end their landside discretionary time early, and move to the airside of the airport terminal in order to be able to board their flight on time (Section 7.3.2).

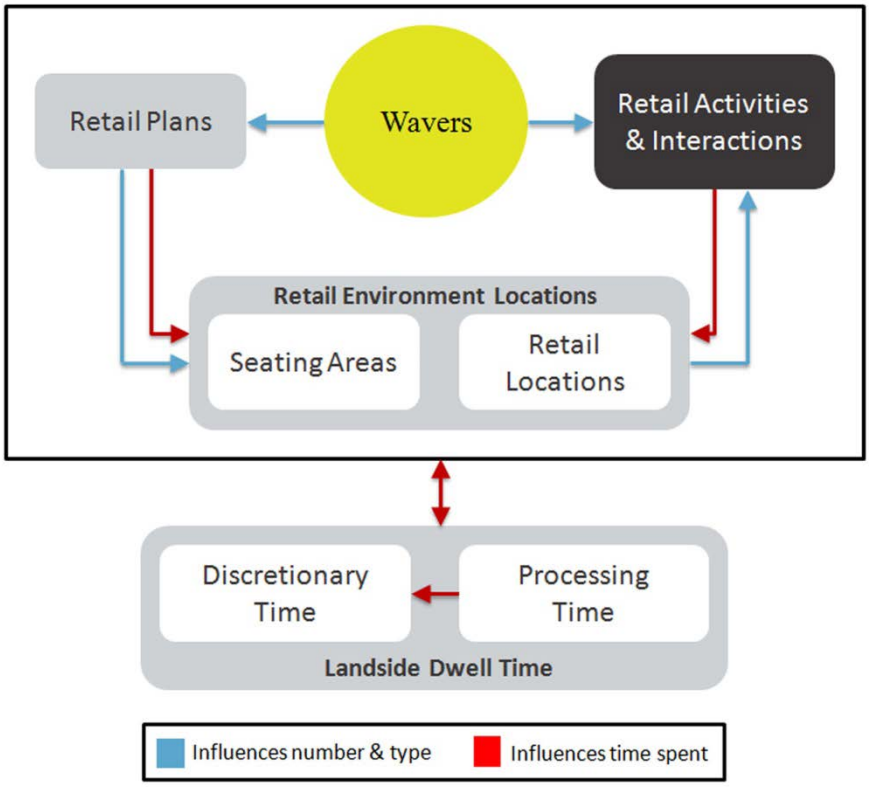


Figure 8.6 Influence of processing time on discretionary time and landside retail experiences

This means that the amount of time passengers spend as processing time directly affects the amount of discretionary time spent on landside and the time they have to actually carry out retail activities and interactions on landside (Figure 8.6). Increased processing time negatively affects passengers' abilities to enter landside retail locations and make landside purchases. However, if passengers spend less time than expected in processing, their landside retail activities and interactions are likely to be positively influenced. Spending less time than expected in Check-in means that passengers are more likely to enter retail locations on landside which they had originally planned to enter on airside (Section 7.3.2). How long passengers expect to spend in Check-in will vary with each passenger and will, in turn, have varying effects on their perception of their available time in the terminal to undertake retail activities and interactions.

Airports can positively impact passengers' ability to enter into the landside retail environment and undertake retail activities and interactions by decreasing the actual amount of time needed to complete Check-in and, therefore, the amount of landside dwell time spent as processing time.

Domain locations

The location of processing domains on landside, and their proximity to the retail environment, influences the retail locations passengers enter and when they choose to enter them and, therefore, their landside retail experiences. On landside, passengers' retail experiences are influenced by two processing domains: (i) Check-in, and (ii) Security.

Check-in domain

The Check-in domain directly affects when passengers choose to enter the landside retail environment, and the types of retail locations they enter (Figure 8.7). The results from Field Study One (Section 6.1.4) show that 7% of passengers choose to enter the landside retail environment before completing Check-in. These passengers enter retail locations, carry out retail activities and interactions, and purchase products and services which help them to complete Check-in. The remaining 93% of passengers enter the retail environment only after Check-in, during the second period of discretionary time on landside.

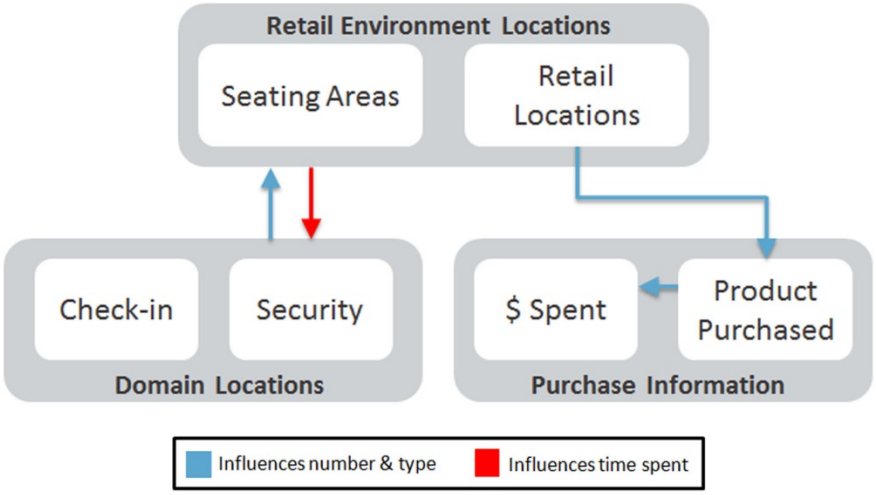


Figure 8.7 Influence of Check-in on passengers' retail experiences

Passengers can potentially benefit from a retail environment located near the Check-in domain, but only if this environment reflects the needs of passengers at this stage in the international airport process. The retail environment located near Check-in should provide travel-related products and services which assist in the checking-in of luggage, as well as seating areas and cafe locations that provide passengers with attractive spaces to wait for companions who did not travel with them to the airport terminal. Retail locations before Check-in which do not aid passengers to complete this domain are not necessary to their landside retail experiences. Furthermore, they can potentially negatively affect airport experiences by detracting from the visual clarity of this area, thus making it more difficult for passengers to locate the correct Check-in desk. Retail locations which do not aid passengers with the check-in process will receive a higher rate of passenger visitation if they are positioned after the Check-in domain in the landside terminal area.

Security domain

The location of the Security domain and entrance to the airside area directly affects the actual retail locations that passengers enter on landside (Figure 8.8). Passengers are more likely to enter landside retail locations which are on their direct path from Check-in to Security (Section 6.14). Removing retail locations from this direct path makes it more difficult for passengers to visit retail locations and to include retail as a part of their airport experiences. Placing retail locations near, or with a clear view of, the entrance to the Security domain, increases their visibility

and the amount of passenger foot traffic they receive. Both of these factors are argued to be important influences in optimising the retail revenue generated in the airport (Baron & Wass, 1996; Davies, 1995; Geuens, et al., 2004).

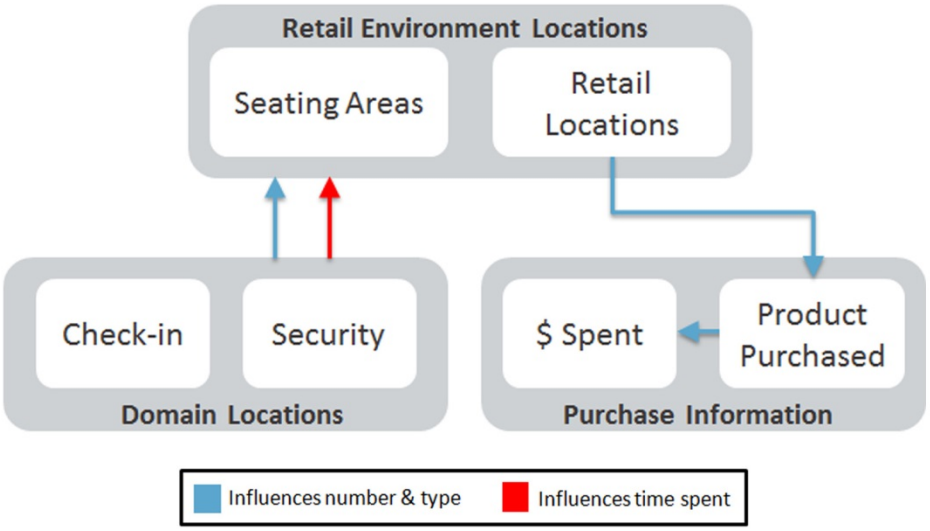


Figure 8.8 Influence of Security on passengers' retail experiences

The Landside Passenger Experience Model illustrated in Figure 8.9 shows how the landside airport-specific factors - the presence of wavers, passengers' retail plans, retail activities and interactions, the retail environment locations entered, purchases made, and the location of processing domains - influence passenger landside retail experiences. The amount of discretionary time passengers spend on landside does not equal the amount of money passengers spend in the landside retail environment. Rather, the presence of wavers is shown to be the most important influence on a passenger's retail activities and interactions and, therefore, on their landside retail experiences.

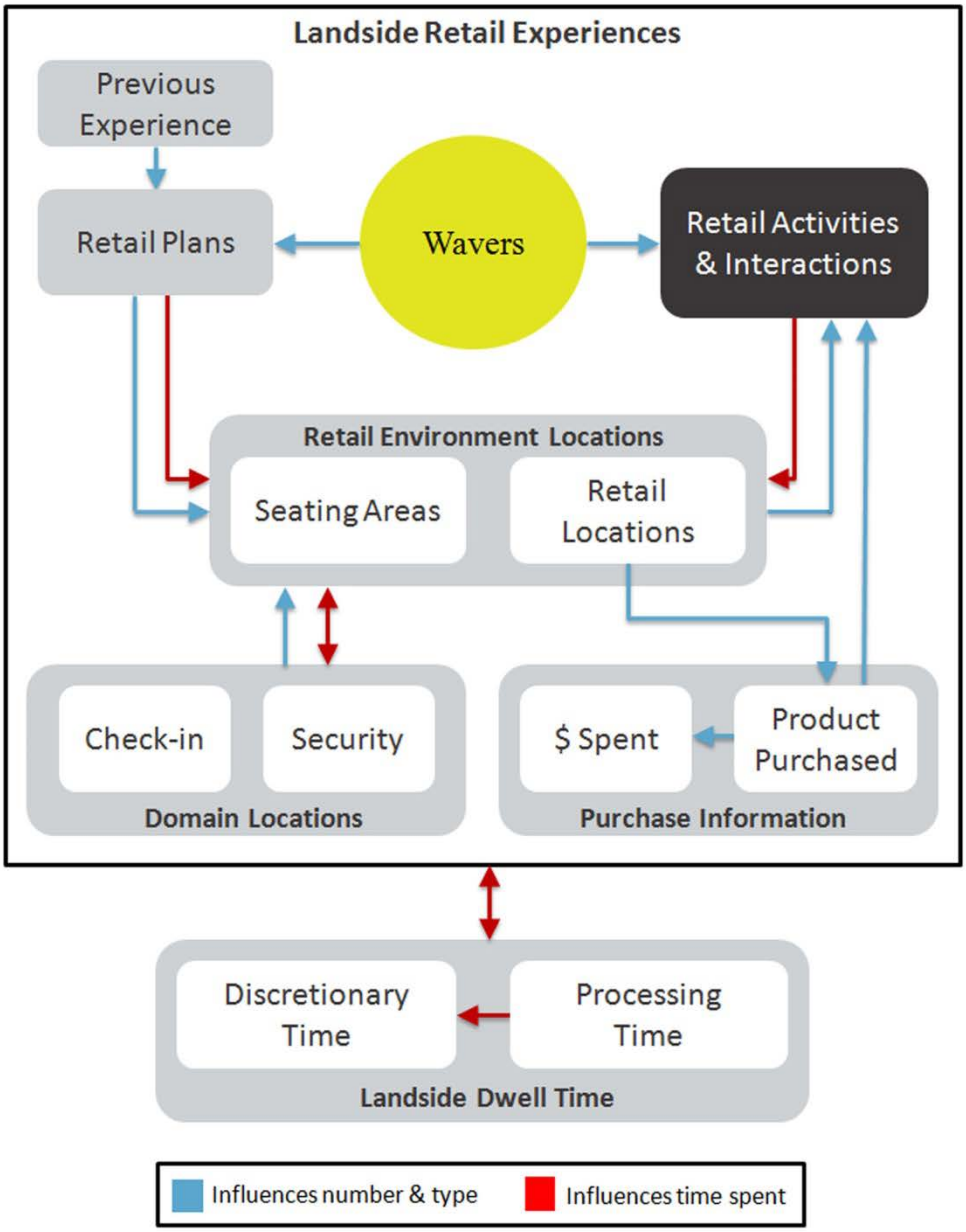


Figure 8.9 Landside Passenger Retail Experience Model

Airports can positively influence passengers' landside retail experiences and the amount they spend through the design of a retail environment which:

- Encourages wavers to accompany their passengers into the airport terminal. This can be achieved through the provision of affordable parking options and through retail offers linked to parking fees
- Promotes social interaction between wavers and passengers through the provision of relaxed and comfortable retail and seating areas that passengers and wavers can use to spend quality time together

- Provides retail locations which sell products which enhance social interaction, such as food and beverages
- Minimises retail locations which do not enhance social interaction between wavers and passengers. This includes retail locations such as duty free where passengers enter to either shop or browse, as passengers have more time and are more likely to undertake these retail activities on airside
- Provides a small retail area near the Check-in domain which stocks products and services which help passengers to complete Check-in. This includes products and services which need to be purchased before passengers complete check-in such as bag security wrapping services
- Places retail locations and the retail environment on the direct path from Check-in to Security in the landside terminal area and, therefore, increase foot traffic to retail locations.

8.2.1 Airside retail experiences

Whether or not passengers enter the airside retail environment, and the retail activities and interactions they undertake there, are influenced by three main factors: (i) airside discretionary time, (ii) companions, and (iii) domain locations.

Airside discretionary time

How much time a passenger spends on landside directly influences how much dwell time they have left to spend on the airside of the airport terminal (Figure 8.10). The Landside Passenger Retail Experience Model (Figure 8.9) shows that the most influential airport-specific factor on how long passengers choose to spend on landside is whether or not they are accompanied by wavers. Passengers without wavers are more likely to leave landside after the completion of Check-in, choosing to enter the airside area earlier and spending the majority of their airport dwell time here. Passengers without wavers are the second market segment identified by this research and are the main passenger segment which seeks out retail experiences on airside.

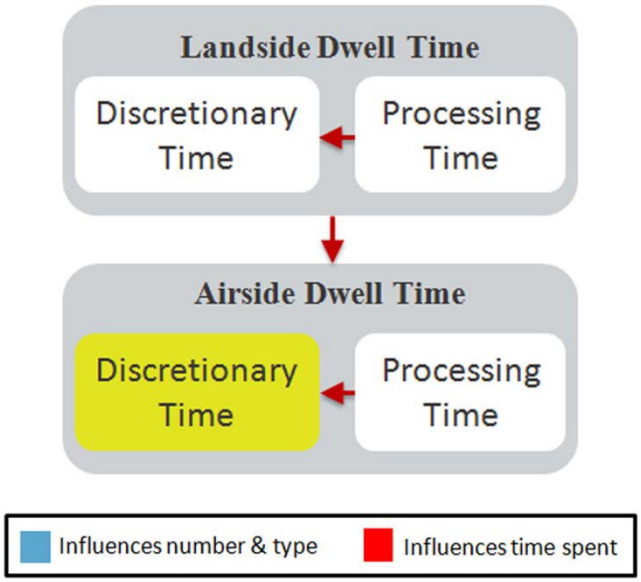


Figure 8.10 Influence of landside dwell time on airside dwell time

During their airside dwell time, passengers need to complete three processing domains - (i) Security, (ii) Customs, and (iii) Boarding - experiencing a discretionary period between the completion of the Customs and Boarding domains. How long passengers spend as processing time in Security and Customs affects how long they have as discretionary time on airside before their flight is called for boarding (Figure 8.10).

The length of airside dwell time spent by passengers was also found to be influenced by the retail plans they make before entering the airport terminal (Figure 8.11). Passengers who did not plan to enter the landside retail environment, instead planning to enter the retail environment on airside chose to leave the landside and enter the airside area earlier. Passengers who planned to enter the airside retail environment only, did so either because they were not interested in the retail mix provided on landside, or were concerned about the length of time they would need to complete airside processing activities (Sections 5.5.2 and 7.3.2).

Passengers' previous experiences also influenced their plans not to enter the landside retail environment, the number and type of retail locations and the amount of time they spend in these on airside (Figure 8.11). During their previous experiences, passengers found the range of retail locations provided on airside to be much larger and more appealing than those on landside. These previous experiences,

therefore, influenced the length of time they planned to spend in each of these two sections of the airport terminal (Section 7.3.2).

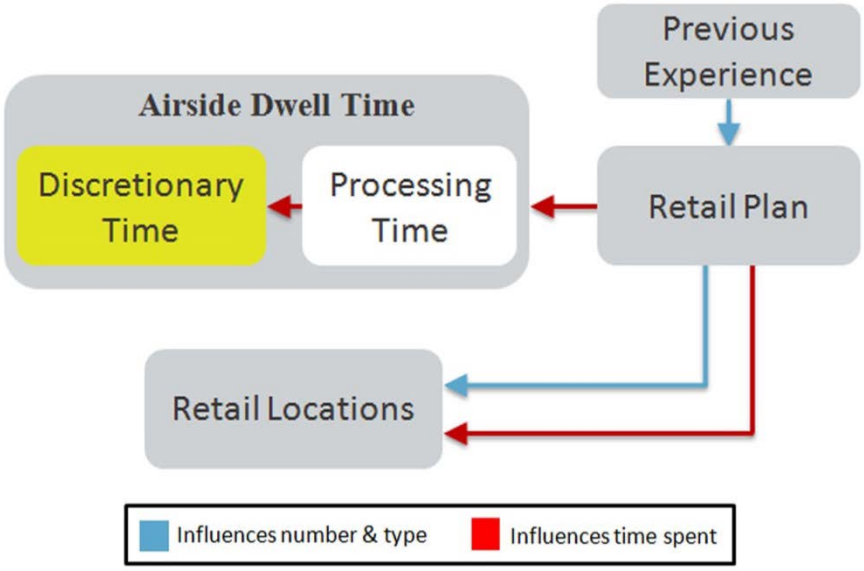


Figure 8.11 Influence of retail plans on passengers' airside discretionary time

Once entering the airside area, passengers must remain there until boarding their flight; this restriction makes them a captive audience (Rowley & Slack, 1999). The results from Field Study One (Section 5.5.2) show that, on average, passengers spend almost double the amount of dwell time on airside than they do on landside. On average, passengers were seen to spend 63% of this airside dwell time as discretionary time (Figure 5.17), with this time being identified as enforced waiting time that passengers need to waste or fill (Section 6.1.3). During this enforced waiting time confined to the terminal, passengers are faced with a limited range of activities they can use to fill their time (Rowley & Slack, 1999). The retail environment is an important location passengers can use to spend their airside discretionary time. The length of this discretionary time was found to be the main influence over passengers' airside retail experiences.

The amount of discretionary time a passenger spends on airside influences the number of retail locations they enter, how long they spend there, the purchases made, the amount of money they spend, and their retail activities and interactions (Figure 8.12). The more discretionary time passengers have to fill on airside, the greater their need for entertainment.

The results from Field Study One (Section 5.5.3) found that the main retail activities and interactions passengers undertook to fill airside discretionary time were browsing and the consumption of food and beverage purchases. They spent, on average, the longest proportion of retail dwell time in eatery locations. Using these locations as places to sit and relax, entertain themselves with the consumption of food and beverage products, and interact with their companions. These findings show that the types of retail activities and interactions undertaken by passengers influences how long they choose to spend in retail locations (Figure 8.12). Browsing was discussed as the most common reason for a passenger to enter the retail environment. Passengers used browsing as a form of recreation, focussing on the experience of browsing more than on the actual products and retail locations themselves.

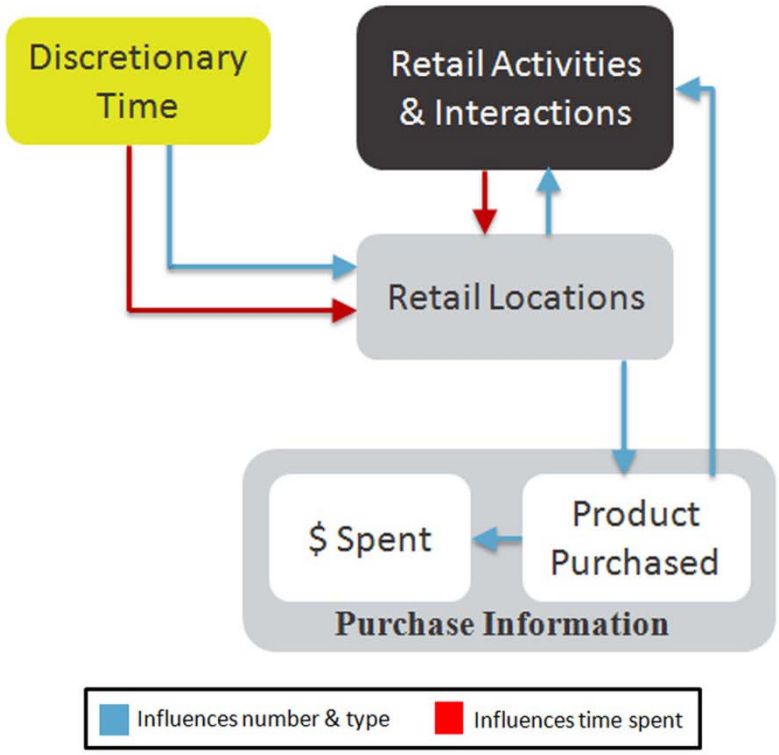


Figure 8.12 Influence of discretionary time on airside retail experiences

Increased discretionary time was also seen to influence the number of purchases made and, therefore, the amount of passenger expenditure (Figure 8.12). The results from Field Study Two (Section 7.3.2) found that excess discretionary time led passengers to enter retail locations and make purchases which they had not planned. The results from Field Study One (Section 5.5.1) also showed that using browsing to fill discretionary time was associated with increased impulse purchases.

In both Field Studies One and Two (Sections 5.5.1 and 7.3.2), passengers discussed using impulse purchasing to fill their lengthy airside discretionary time, using the activity of purchasing as well as the actual product or service purchased as entertainment.

These results show that purchasing can be used by passengers as a way of improving their airside experiences, turning wasted time into enjoyable and useful time where they can have positive experiences (Lloyd, 2003). These results also show that passengers are seeking experiences to fill their airside discretionary time, presenting an opportunity for the retail environment to expand the provision of experiences included in their retail portfolio. These can potentially include experiences passengers pay to have or experiences that are designed to generate purchases at later stage.

Decreased discretionary time on airside was found to have a negative impact on passengers' ability to complete retail activities and interactions and, therefore, to make purchases. The results from Field Study Two (Section 7.3.2) found that restricted discretionary time was the main reason passengers either were not able to complete, or chose not to complete, all of their airside retail plans and purchases. Despite this, the results from Field Study One (Section 5.5.1) show that discretionary time spent does not directly equal the dollar amount passengers spend. Passenger retail expenditure will not increase exponentially with time, as passengers will move away from the retail environment when they have completed their planned retail activities or when this area can no longer satisfy their need for entertainment.

Passengers' companions

How long passengers choose to spend in the airside retail environment and, therefore, the activities and interactions they undertake there are influenced by their companions (Figure 8.13). On airside, passengers can either be accompanied by travelling companions, or be travelling alone. These two groups are identified by the research as a secondary level of passenger segmentation which can be applied to passengers on airside, providing information about the differing airside retail experiences passengers seek. Passengers accompanied by travel companions spent airside discretionary time seated in cafes consuming food and beverage products or browsing retail outlets with their companions, using retail locations as spaces in

which to interact (Section 6.1.2). Passengers travelling alone, however, spend, on average, shorter periods in the airside retail environment.

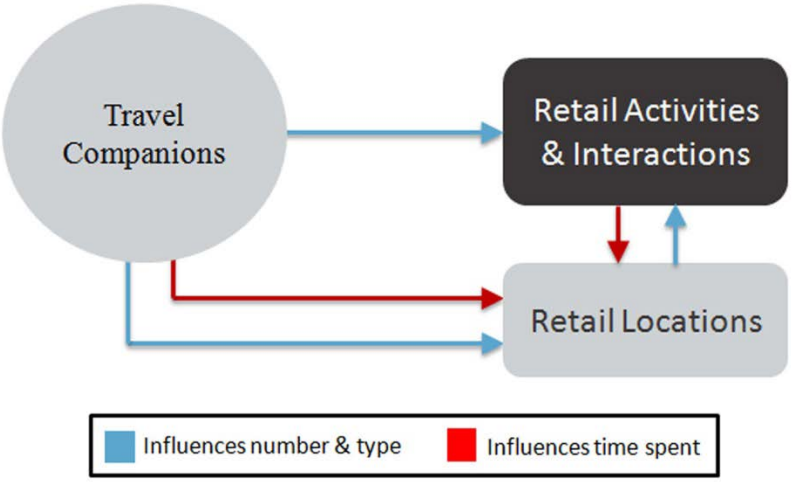


Figure 8.13 Influence of travel companions on airside retail experiences

These findings show that current airside retail design does not meet the needs of passengers travelling alone as, without companions to engage with, these passengers lose interest in the retail environment. Airports, therefore, have the opportunity to increase retail expenditure and improve passenger retail experiences by providing retail locations which are designed to engage passengers travelling alone.

Domain locations

The location of the Customs and Boarding processing domains on airside, and their proximity to the retail environment, influences the number of passengers who enter the retail environment, the actual retail locations entered, and the length of time passengers spend in these.

Customs

At two of the international airport terminals included in Field Study One (Sections 4.2.3 and 5.5.3), a duty free outlet is placed immediately after the Customs domain. Placing a retail outlet after the Customs domain and providing passengers with no option but to enter this location ensures that 100% of passengers enter this airside retail environment. The more passengers who enter the retail environment, the more can potentially be converted into browsers. The results from Field Study one show a connection between browsing and impulse purchases, with 35% of purchases made in this field study being described as ‘impulse’ (Section 5.5). These findings

seem to highlight that giving passengers no option but to enter the retail environment will positively influence passenger retail spending.

However, the findings from Field Study One (Section 6.1.3) show that giving passengers no other option but to enter the airside retail environment is not enough to increase retail spending. The retail environment also needs to be tailored to the needs and wants of passengers, stocking attractive products at prices they are willing to pay (Crawford & Melewar, 2003). The findings from Field Study One (Section 5.5) show that 65% of passengers' purchases are decided upon to some extent before they enter the airport. If the actual products stocked and their prices do not align with the product types and the amount they had planned to spend, passengers will not complete their planned purchases (Sections 6.1.4 and 7.3.2).

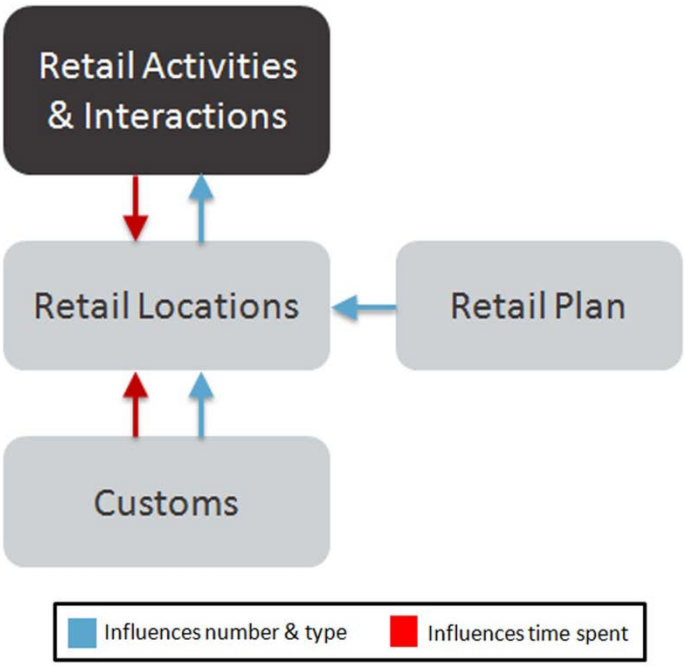


Figure 8.14 Influence of the Customs domain on passengers' airside retail experiences

These finding show that using the design of the terminal building to give passengers no option but to enter a retail location (Adey, 2008) will not alone increase passenger retail expenditure. Airports need to match the retail environment with passengers' retail plans, expectations, needs and wants (Figure 8.14). One way in which airports can manage passengers' retail expectations and purchase plans is by communicating with the passenger before they enter the terminal and, therefore, inform their retail plans and, in turn, their actual purchases.

Giving passengers no option but to enter the retail environment after the Customs domain can also negatively impact both passenger spending and airside experiences. This terminal layout means that passengers must 'keep going forwards until they come to logically where they think they are going' (Adey, 2008, p. 444). As a passenger's main objective while in the airport terminal is to board their flight (Bowes, 2002), this terminal layout encourages them to move forwards through the retail environment and terminal to their departure gate as they attempt to arrive at this final location in time to board their flight. Once entering their departure gate, passengers are often reluctant to leave (Freathy & O'Connell, 2000) because re-entering the retail environment once leaving it, requires them to move back through the terminal, physically away from their main objective of boarding their flight. Passenger reluctance to do this means that they are less likely to spend their free airside time browsing retail – an activity which has been highlighted as positively impacting their airside experiences, and also their potential to make impulse purchases (Section 6. 1.3).

Boarding

The findings from both Field Study One and Two (Sections 6.1.3 and 7.4) show that the time when passengers choose to enter their departure gate influences the amount of time they spend in the airside retail environment and, therefore, the activities and interactions they undertake there. On average, passengers spend the third largest amount of airside dwell time at their departure gate (Section 5.5.3). Passengers who choose to enter their departure gate considerably before their boarding announcement is made can be argued to be experiencing gate lock (Freathy & O'Connell, 2000). Airport research associates gate lock with passengers' perception of available time (Freathy & O'Connell, 1998); however, the findings from both Field Study One and Field Study Two (Sections 6.1.2, 6.1.4, and 7.3.2) show that, although time constraints are a factor which influences when passengers enter their departure gate, who they are accompanied by, the location of the retail environment, and the retail outlets provided there, also play an important role.

The results from Field Study One (Section 5.5.3) show that the main influence over how early passengers choose to enter their departure gate is who they are accompanied by in the airside area (Figure 8.15). Passengers travelling alone spend, on average, longer at their departure gate than passengers with travel companions

(Section 5.5.3). How long passengers spend in their departure gate area directly influences how long they choose to spend in the airside retail environment and, therefore, the retail activities and interactions they undertake (Section 6.1.4). These findings show that encouraging passengers to spend less time at their departure gate passively waiting to board and more time in the retail environment, can potentially result in increased purchases made to fill their free time before boarding.

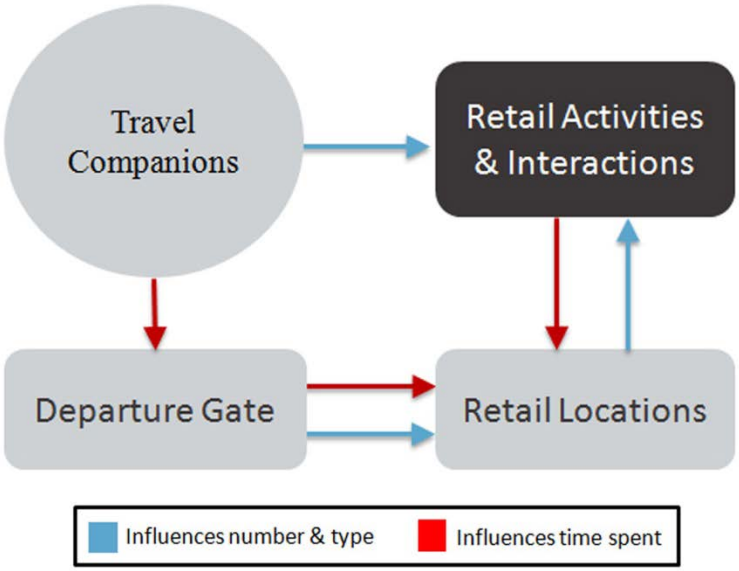


Figure 8.15 Influence of departure gate location on airside retail experiences

One way in which airports can motivate passengers to spend less time at their departure gate and longer in the retail environment is by creating a closer connection between these two locations (Section 6.1.4). More passengers are likely to wait for boarding in the retail environment and (potentially) use retail purchases to fill time if they are able to view their departure gate; this allows them to see and hear announcements relating to their flight. Also, passengers who prefer to locate their departure gate early on in their airside dwell time could be more inclined to return to the retail environment if these two areas were more closely connected; they would not have to move back through the terminal away from their main objective of boarding their flight. Linking the retail environment and departure gates, therefore, can have a positive influence on passenger airport experiences, as passive waiting time at their departure gate would be converted into active and enjoyable waiting time spent interacting with the retail environment.

The findings from Field Study One (Section 6.1.2) also show that passengers may choose to spend prolonged airside time at their departure gate as they are simply

not interested in spending time in the retail environment. These passengers do not experience gate lock because they are concerned about boarding their flight on time, but because the retail activities and interactions provided in the current airside retail environment do not appeal to them. These findings highlight an opportunity for the airside retail environment to broaden the range of retail activities and interactions available to appeal to passengers who currently consider the retail environment as a location which only provides shopping and purchasing activities.

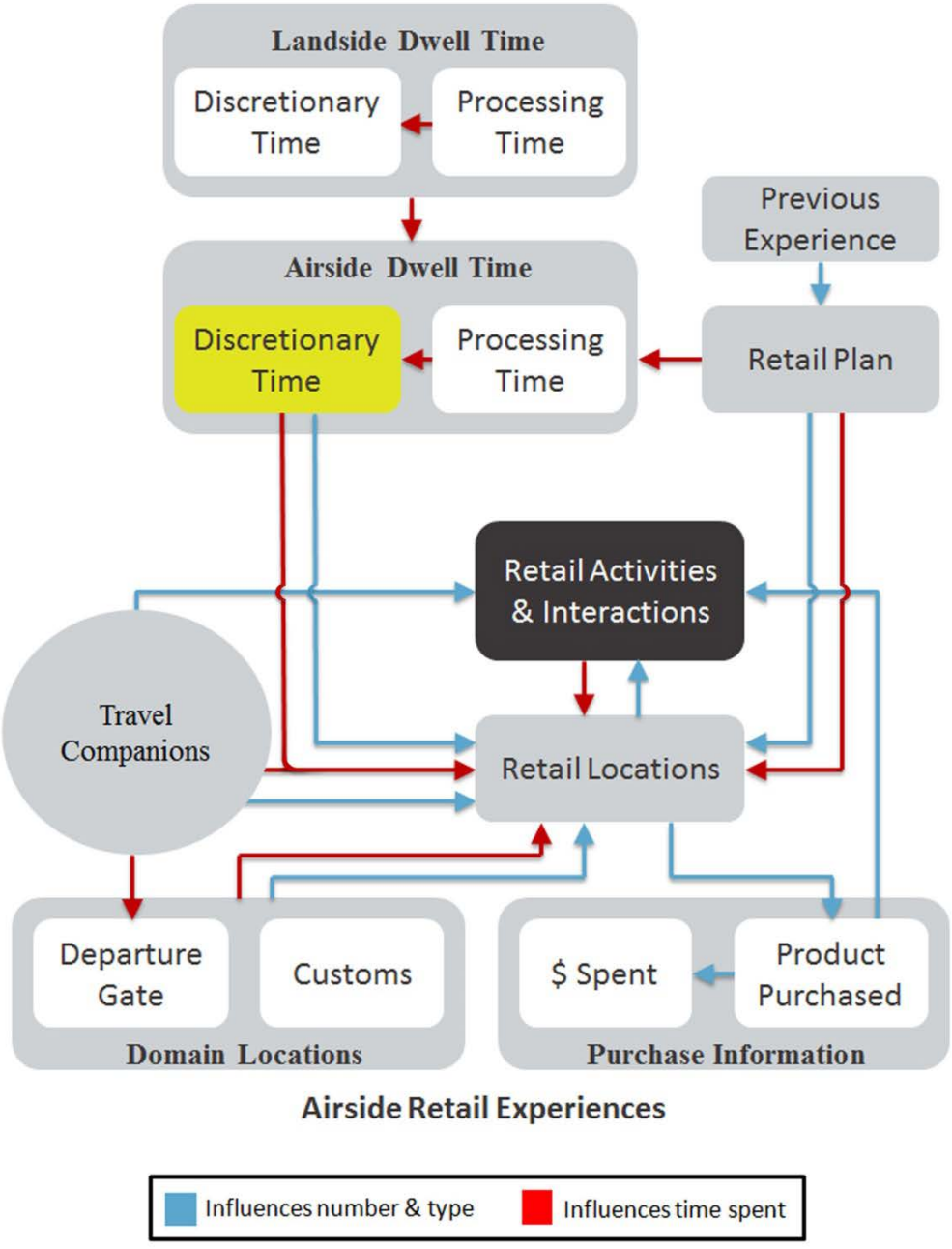


Figure 8.16 Airside Passenger Retail Experience Model

The Airside Passenger Experience Model illustrated in Figure 8.16 shows how the airside airport-specific factors - landside dwell time, retail plans, airside discretionary time, retail activities and interactions, retail locations entered, purchases made, travel companions, and the location of processing domains - influence passengers' airside retail experiences.

Airports can positively influence passengers' airside retail experiences and the amount they spend through the design of a retail environment which:

- Provides a broad range of retail experiences passengers can use to fill their airside discretionary time. This should include a combination of traditional experiences - browsing, shopping, consuming food and beverage purchases - as well as less traditional airport retail experiences – relaxation, beauty, brand marketing and entertainment services
- Provides retail experiences tailored to the needs of both passengers with travel companions and passengers travelling alone. This means providing retail experiences which promote social interaction for those travelling in groups as well as retail experiences which can be completed alone
- Matches the retail locations, products and services, and their prices to passenger retail expectations and plans. For example passengers expect to have significantly more time to fill on airside rather than landside. The retail experiences provided on airside should therefore have more potential to fill time than those provided on landside
- Manages passengers' retail plans and expectations by communicating with passengers before they arrive at the airport terminal. This can be done by providing information to passengers about the retail experiences available in the terminal as well as advertising retail offers
- Allows passengers to easily enter the retail environment at any stage in their airside dwell time without affecting their perception of, or their actual ability to board their flight on time. This can be achieved by creating a closer physical link between passengers' boarding gates and the retail environment, as well as through the design of terminal areas which allow passengers to freely move both forwards and backwards.

8.3 APPLICATION TO OTHER TRANSPORT RETAIL ENVIRONMENTS

The findings outlined in this chapter, which illustrate how passengers use the landside and airside retail environments and the airport-specific factors which influence their retail experiences there, are applicable to other international transit departure contexts. These include all transit terminal contexts which contain two sections divided by a customs-controlled area, such as international ferry terminals.

The landside area of international transit terminals is used by passengers and wavers as the last area in which they can interact and say their farewells before passengers embark on their international travel. Transit terminals can improve passengers' landside experiences and expand on retail expenditure by designing a landside retail environment which promotes the social interactions and retail environment locations they can socialise in and retail locations which sell products that enhance and prolong these interactions.

The airside area of a transit terminal is the location where passengers wait to board their departing flight or cruise. Once entering the airside area, passengers are a captive audience and must fill their waiting time with the range of experiences provided in this area. Transit terminals can improve passengers' airside experiences and expand on retail expenditure by designing an airside retail environment where passengers can use enjoyable and entertaining retail experiences to fill their airside time.

8.4 SUMMARY

Current airport retail literature argues that the amount of money passengers spend in the retail environment is directly proportional to the overall amount of discretionary time they spend in the airport terminal (Bowes, 2002; Torres, et al., 2005). The results outlined in this research (Section 5.5.1), however, show that there is no direct relationship between money spent and overall discretionary time. Rather, the retail activities and interactions passengers undertake (including their purchases and the amount of money spent in the retail environment) are influenced by a much broader range of airport specific-factors.

These airport-specific factors include: previous experiences, retail plans, wavers, travel companions, processing time, landside dwell time, airside discretionary time, retail locations, seating areas, products purchased, and the

location of processing domains (Figure 8.2). These airport-specific factors and how they influence what passengers do in the retail environment differ depending on what section of the airport terminal passengers are in. How these factors influence passengers' landside and airside retail experiences are illustrated in the two passenger retail experience models outlined in this chapter.

The Landside Passenger Experience Model (Figure 8.8) shows that the main influence over passengers' landside experiences is the presence of wavers. Wavers positively influence the retail plans passengers make before entering the airport terminal and the actual retail activities and interactions they undertake. The Airside Passenger Experience Model (Figure 8.15) shows that the main influence on passengers' airside retail experiences is the amount of discretionary time they need to fill in this section of the airport terminal. The amount of discretionary time passengers spend on airside influences the number of retail activities and interactions they undertake, the retail locations they enter, and the length of time spent in the retail environment. Both of these retail experience models show that the retail locations passengers enter determines retail products that they purchase and, therefore, the amount of money they ultimately spend in the retail environment.

This chapter also outlined how this new knowledge of what passengers do in the landside and airside retail environments can be used by airport management and retail operators to improve the design and planning of terminal buildings and, in turn, passenger experiences, their retail expenditure, and airport revenue.

Chapter 9: Conclusion

This chapter discusses how the research question and sub-questions have been answered, and how these answers contribute new knowledge of passenger retail experiences. The implications of this new knowledge for the improvement of the retail and overall airport experiences of passengers are also discussed. Finally, this chapter acknowledges the perceived limitations of this research, and outlines potential future research directions.

9.1 CONTRIBUTION TO KNOWLEDGE

This research provides five significant contributions to the current understanding of passengers' retail experiences in an airport context. The first of these is a significant methodological contribution to the consumer retail experiences field. This methodological approach allowed for the development of four tangible outcomes which provide a new and deeper understanding of how passengers actually experience airport retail environments, the airport-specific factors which influence these, and how their experiences can be improved for the benefit of passengers, airports and retailers.

Methodological contribution

The methodological approach used for this research project included observations augmented with interviews (Chapter 4). Two field studies were completed using this methodology. Field Study One (Section 5.3) included the observation of passengers' retail experiences during their complete airport dwell time (from entering the terminal until boarding their flight). These observations allowed for the identification of the full range of retail activities and interactions undertaken by passengers during their time in an international departure terminal, which make up their retail experiences. Interviews were then completed with the passengers after their airport experiences. These interviews focussed on the retail activities and interactions completed by passengers and allowed for an understanding of the airport-specific factors which influenced these. Field Study Two (Section 7.1) included interviews with passengers both before and after their airport experiences,

allowing for the investigation of how and why passengers retail plans and expectations differed from their actual retail experiences.

This methodological approach allowed for findings which show that passengers' retail experiences are not isolated to the retail environment. By investigating what passengers actually do during their complete airport retail experiences (addressing the main research question), the full range of retail activities and interactions passengers undertake (addressing the two research sub-questions), and the way in which these activities and interactions are influenced by and influence passengers' airport experiences is provided. These results highlight that passengers' retail experiences cannot be separated from how they use and interact with the remainder of the airport terminal, and therefore, need to be understood within the context of their airport experiences.

The use of observations augmented with interviews was demonstrated to be a robust technique which allowed for a deep understanding of what passengers actually do during their airport retail experiences to be identified. Further significance is provided as this methodological approach is applicable to the investigation of consumer experiences in a wide variety of retail contexts, providing a holistic approach to investigate and understand these experiences.

Through analysis of the observation and interview data collected in this research, coding heuristics were developed (Sections 4.5, 5.4 and 7.2). These coding heuristics are a significant methodological contribution of this research project as they allow for the data collected from the observations and interviews to be analysed, providing a deep understanding of the experiences had by consumers in retail environments. This new understanding led to the development of four outcomes: (i) the categorisation of passenger retail activities and interactions, (ii) a new understanding of how passengers use their discretionary time in the airport terminal, (iii) two new passenger market segments, and (iv) two passenger retail experience models.

Categorisation of passenger retail activities and interactions

In answering the main research question - **What do passengers do in airport retail environments?** – the study found that they undertake a wide variety of activities and interactions while in these environments. Current airport retail

literature focuses on the purchases that passengers make in the retail environment, and highlights only a limited range of airport-specific factors that directly influence these purchases (Chapter 2). By focussing on the purchases made and the amount of money passengers spend in the retail environment, current airport retail literature emphasises purchasing as the main activity that passengers complete during their retail experiences.

In contrast to the existing literature, results from Field Study One (Section 5.5.1) show that passengers actually undertake thirty-six different retail activities and interactions, which can be grouped into nine categories. This categorisation of passengers' activities and interactions (Tables 5.3 and 5.4) is a significant outcome of this research as it outlines the full range of activities and interactions passengers actually undertake during their airport retail experiences. In this new categorisation, purchasing is shown as only one of the categories that passengers undertake in the retail environment. These results show that, by focussing on purchases alone, current airport retail literature does not address eight of the nine categories of activities and interactions which passengers can actually complete during their airport retail experiences.

While in the airport terminal, passengers can undertake nine different types of retail activities (Section 5.5.1). These are grouped into four categories: purchasing, retail navigation, sitting and, waiting (Table 5.3). This categorisation answers the first research sub-question: **What activities do passengers engage in within airport retail environments?**

The categorisation of passengers' retail activities shows that purchasing is one of four activity categories that passengers can complete while in the airport retail environment (Section 5.5.1). The purchasing category includes five different activities types: (i) queuing, (ii) standing at registers, (iii) packing, (iv) payment exchange, and (v) receiving purchase. Current airport retail identifies purchasing as a single activity, meaning that the five individual activities that passengers undertake when making a purchase are not addressed; thus, this research not only provides a deeper understanding of the activities that make up passengers' purchases, but also provides new knowledge on all the retail activities passengers can complete in an airport retail environment. The results from Field Study One (Section 5.5.1) also found that, although the majority of passengers who enter the retail environment

make a retail purchase, some passengers will choose not to. By focussing only on purchases, current literature does not address the retail experiences had by those passengers who choose not to make a purchase.

During their retail experiences, passengers can also undertake twenty-seven different types of interactions (Section 5.5.1), with these being grouped into five categories: social interaction, entertainment, visual interaction with products, physical interaction with products and, purchased product interactions (Table 5.4). This categorisation answers the second research sub-question: **What do passengers interact with in airport retail environments?**

The result from Field Study One and Field Study Two (Sections 5.5 and 7.3) show that passengers' retail experiences are not limited to retail outlets, with passengers interacting with purchased products in both the retail environment (in retail outlets and retail related seating areas) and in non-retail locations (Table 5.4). On landside, for example, seating areas were used by passengers to consume purchased products and acted as locations to relax in while spending time interacting with both wavers and travel companions (Sections 5.5.2). These results show that, although passengers cannot make purchases or spend any money in seating areas, they are important locations where passengers have retail experiences. Because current airport retail literature simply focuses on purchases made, the experiences had by passengers in seating areas are not included in the current understanding of retail experiences. On the airside of the airport terminal, however, passengers were seen to be more likely to carry out retail activities and interactions with purchased products in their departure gate areas, rather than in seating areas (Section 5.5.3). By focussing on this full range of retail interactions undertaken by passengers during their overall airport dwell time, new knowledge is provided on where and when during their airport experiences passengers have retail experiences.

A new understanding of how passengers use their discretionary time

The current literature on passengers' airport retail experiences identifies overall discretionary time spent in the airport terminal as the main determining influence over how much money passengers spend in the retail environment, with the total amount of discretionary time proportionally equalling dollars spent. (Bowes, 2002; Torres, et al., 2005). The results from Field Study One (Sections 5.5.1 and 6.1), however, show that there is no direct relationship between total discretionary time

and dollars spent in the airport terminal. This is because passengers do not experience one period of discretionary time in an international airport terminal, but three: (i) before Check-in, (ii) after the completion of Check-in before entering Security, and (iii) after the completion of Customs and before being called to board their flight (Figure 2.1). Two of these discretionary periods are experienced on landside, with the third being experienced on airside. The findings from this research show that the way passengers experience these three discretionary periods is very different, which in turn, means that the retail needs and wants they seek to fulfil in these periods are very different.

Before Check-in

Only those passengers who need to undertake retail activities and interactions which aid their completion of the Check-in domain choose to enter the retail environment during this discretionary period. Providing a retail environment near Check-in which helps passengers to complete this domain can be used to improve passengers landside retail experiences (Sections 5.5.2, 6.1.4 and 8.2).

After Check-in before entering Security

The majority of passengers who chose to enter and spend discretionary time on landside after the completion the Check-in domain were accompanied to the terminal with wavers. These passengers chose to spend discretionary time in the landside retail environment in order to spend quality time with their wavers. The majority of retail locations provided on landside should, therefore, aim to create and enhance social interactions between passengers and their wavers (Sections 5.5.2, 6.1.2 and 6.1.3).

After Customs and before passengers' boarding announcement

Once passengers enter the airside area they must remain here until boarding their flight, spending on average more than double the amount of discretionary time on the airside than on the landside of the airport terminal. Passengers use the airside retail environment as a location to fill their airside discretionary time, seeking retail experiences they can use as entertainment whilst waiting to board their flight. The airside retail environment should, therefore, focus on providing useful and immersive experiences which passengers can use to fill their airside discretionary time (Sections 5.5.3, 6.1.3, 7.3 and 8.3).

This new understanding of how passengers actually experience their discretionary time and how this influences their retail needs and wants provides a significant contribution to the current understanding of how passengers experience the retail environments of airports. This new understanding provides information for airports and retailers about how the retail environments on both the landside and airside of the airport terminal can be designed to match the retail needs and wants of passengers during the three distinct discretionary periods they experience. This new understanding can be used to not only improve the retail experiences had by passengers on landside and airside, but can also positively impact passengers' purchases.

Two new passenger market segments

Current literature on passengers' retail experiences broadly divides passengers into two groups: passengers and non-passengers (Freathy & O'Connell, 2000). However, the findings from Field Study One highlight two new passenger market segments which are not identified in the current literature: (i) passengers with wavers and (ii) passengers without wavers (Section 6.1.2). Who passengers are accompanied by was found to have an important influence over passengers retail experiences; which retail environment they choose to enter, how long they choose to spend here and the retail activities and interactions passengers choose to undertake, which includes their purchases.

Passengers with wavers

Passengers with wavers are the main market segment that enters the landside retail environment (Section 5.5.2). These passengers choose to spend a larger amount of discretionary time on landside in order to be with their wavers, as wavers are only allowed in the landside area of the airport terminal. This market segment was seen to be more likely to enter and spend time and money in the landside retail environment, entering eateries and using purchased food and beverages to enhance and prolong their time their wavers (Section 8.2).

Passenger without wavers

Passengers without wavers, however, where seen to be more likely to leave the landside area without entering the retail environment, choosing to wait and enter the retail environment on the airside of the airport terminal. These passengers have less incentive to stay on landside and therefore, leave this section earlier and spend longer

in the airside area. Passengers without wavers are therefore the main market segment which uses the airside retail environment. This segment can be further broken down into two groups: (i) travelling with companions and (ii) travelling alone. The results from Field Study One found that passengers with travel companions spend longer in the airside retail environment. Whereas passengers travelling alone spend on average shorter periods in the airside retail environment, opting instead, to spend their airside discretionary time waiting at their departure gate (Section 6.1.2).

These two new passenger market segments provide a significant contribution to the current understanding of how passengers experience the retail environments of airports and which retail environment a passenger is more likely to enter and spend time and money in. This knowledge provides airports and their retailers with a new way of understanding passengers' retail needs and wants specific to the sections of the airport terminal they actually enter, which can be used to tailor the retail locations provided and products stocked in these to improve passenger retail experiences and increase their retail spending.

Two passenger retail experience models

In current airport retail research, four airport-specific factors are argued to inform passengers' retail activities and interactions: (i) time availability, (ii) market segmentation, (iii) merchandising, and (iv) luggage restrictions (Chapter 2). However, these four factors do not take into account the full range of activities and interactions passengers undertake during their retail experiences; rather, they focus on purchases made and how these can be increased. The findings from this research (Section 6.1, 7.4 and 8.1), in contrast, highlight twelve airport-specific factors that influence passengers' retail activities and interactions: retail plans, previous experience, wavers, travel companions, processing time, discretionary time, landside dwell time, airside dwell time, domain locations, retail locations, seating areas, and purchased products (Table 8.2). These twelve airport-specific factors identified by the research provide a significant contribution to the current understanding of airport retail experiences.

How these twelve airport-specific factors affect the actual retail activities and interactions of passengers are outlined in two passenger retail experience models (Sections 8.2 and 8.3). The models illustrate how these airport-specific factors differ on the landside and airside of the airport terminal, and thus influence differing

passenger retail experiences in these two sections of the terminal. On landside, passengers' retail experiences are shown to be mainly influenced by: the plans they make before entering the airport terminal, whether or not they are accompanied by wavers, the retail locations provided, the products they purchase, and the location of the Check-in and Security domain in the landside area (Figure 8.7). On airside however, passengers retail experiences are shown to be mainly influenced by: the plans they make before entering the terminal, the amount of discretionary time they choose to spend on landside, the amount of airside discretionary time they need to fill, the presence of travel companions, the retail locations provided, products they choose to purchase, and the location of the Customs domain and their departure gate (Figure 8.14).

Both models provide a significant contribution to the current understanding of passengers' retail experiences, as they outline how the full range of airport-specific factors influences passengers' retail experiences in an international departure terminal. This new knowledge can be used by airports and retailers to design airport terminals and retail environments which match passengers' retail needs and wants specific to the landside and airside areas of the terminal (Section 9.3).

9.2 IMPORTANCE OF IMPROVING PASSENGER RETAIL EXPERIENCES

Through an understanding of the way in which passengers use and plan to use the retail environments on both the landside and airside of the airport terminal, airports can improve and support passenger experience in both these retail environments, and in the overall airport. Passengers often rank the retail environment as the main location in the airport terminal in which they have positive experiences (Myant & Abraham, 2009), indicating that the quality of their experiences in the retail environment influences the quality of their overall airport experiences. Creating positive passenger experiences is particularly important as these are used to rank the airport terminal itself. Airports are also recognised as the locations where travellers make their first and last impressions of a city or country (Yeh & Kuo, 2003), indicating that positive passenger retail experiences can also be used to promote return visits to both the airport and a city or country.

Positive experiences are also highlighted as key drivers of consumer spending (Jenkin, 2007). One of the most important and determining factors in the purchasing

decisions of consumers is the retail atmosphere or environment (Geuens, et al., 2004). The atmosphere of a retail location is defined by how the space is used or experienced (Ciolfi, et al., 2005); therefore, improving the experiences had by passengers in the retail environment can also be used to increase retail spending and airport profits.

9.3 IMPLICATIONS FOR AIRPORT RETAIL DESIGN

The new knowledge provided by this research on how passengers use the retail environments of airports can be applied to the design of airport retail environments and airport terminals to improve and support passenger retail experiences, their overall airport experiences, and retail spending. The main implication of the findings of this research is that passengers experience the landside and airside retail environments of an airport terminal in different ways. Passengers' retail experiences can be improved and retail spending increased if these two separate retail environments, and the terminal areas they are located in, are designed to reflect the specific needs and wants of the passengers who use them.

Landside retail environment

The findings presented in Chapter 8 outline eight landside airport-specific factors which influence passengers' landside retail experiences. The Landside Passenger Experience Model (Figure 8.7) shows that passengers' landside retail experiences and purchases can be supported and improved by:

- Managing passengers' landside retail plans and expectations by communicating with passengers about the retail experiences provided in this section of the terminal before they arrive at the airport
- Encouraging wavers to accompany passengers into the airport terminal and to spend time there. To achieve this, airports need to consider how they can minimise the impact of parking costs not only on the number of wavers who enter the terminal, but also on how long they choose to spend here
- Creating a retail environment which promotes social interaction between wavers and passengers

- Stocking products which can be used by passengers and wavers to improve quality social time together. Food and beverage products are shown as important products which can be used to enhance this social interaction
- Minimising retail locations which are not essential to the landside retail experience. The main retail category which passengers plan to enter, and actually do enter, on landside are eateries; these should, therefore, make up the majority of the concessionary mix provided on landside
- Providing inviting and comfortable seating areas where passengers can consume purchased products and spend relaxed social time with their wavers and travel companions
- Providing a retail environment near Check-in which helps passengers to complete this domain. All other retail locations which do not assist passengers with the completion of Check-in should be placed after and away from the Check-in domain
- Ensuring that the retail environment which is located after Check-in is placed in the direct path that passengers must take from the Check-in domain to the entrance of the Security domain
- Ensuring that passengers are aware of how their retail purchases on landside impact their ability to complete airside processing domains.

Airside retail environment

The findings presented in Chapter 8 outline ten airside airport-specific factors which influence passengers' airside retail experiences. The Airside Passenger Experience Model (Figure 8.14) shows that passengers' airside retail experiences and purchases can be supported and improved by:

- Managing passengers' airside retail plans and expectations by communicating with passengers about the retail experiences provided in this section of the airport terminal before they arrive at the airport
- Providing retail locations which stock products and services which focus on providing passengers with enjoyable experiences to fill their discretionary time, focussing on retail entertainment as distraction

- Providing retail experiences that promote social interaction between passengers and their travelling companions
- Providing retail experiences which passengers travelling alone can use to fill their airside discretionary time
- Providing retail locations which allow passengers to spend discretionary time browsing as a form of recreation
- Promoting impulse purchases which can improve the airside experiences of passengers
- Providing retail experiences which allow passengers to be introduced to, and make connections with, new product types and brands
- Considering the impact of internet shopping on the types of products stocked and their pricing
- Designing the layout of the retail environment to allow and encourage passengers to move not only forwards through the airside terminal, but also to easily return to previously identified retail locations and to make purchases throughout the airside retail environment
- Designing the layout of the retail environment to be more closely connected to departure gate locations, thus allowing passengers to wait for flights in the retail environment, or to return to the retail environment from their departure gate without experiencing anxiety related to boarding their flight on time.

9.4 IMPLICATIONS FOR THE RESEARCH OF RETAIL CONTEXTS

Whenever a consumer enters a retail environment they will always have an experience of some kind. This experience will be good, bad or indifferent whether or not they choose to make a purchase (Berry, et al., 2002). Creating distinct and positive consumer experiences can play an important role in determining the success of a retail company, and plays a fundamental role in determining consumers' preferences and purchasing decisions (Gentile, et al., 2007; Jenkin, 2007; Pine & Gilmore, 1999).

Both the findings and the methodological approach used in this research are significant as they are applicable to the investigation of consumers' experiences in a wide range of retail contexts. Most significantly, the results from this research show that purchasing is only one of a much broader range of activities and interactions which consumers can undertake in a retail environment. Consumers' retail experiences should, therefore, not be defined by the purchases they make and the amount of money they spend; rather, they need to be understood through the identification of the full range of retail activities and interactions they undertake, and the context-specific factors which influence these.

The methods used in this research have been shown to allow retail operators to better understand what consumers do in retail environments, to identify the full range of consumer retail activities and interactions undertaken (including purchasing), and to determine the influences on their decisions to undertake these. Observations allow for data to be collected on: exactly what consumers do in retail environments; where they do and do not go; how they move around and navigate the retail space; and how they interact with objects, people and the physical environment. Augmenting observations with interviews allows for data to be collected on: the reasons why consumers decide to enter retail locations; why they undertake specific activities and interactions; and the influences on their purchasing decisions. These methods, therefore, provide retail operators with a deeper understanding of how to improve consumer experiences and increase retail expenditure.

9.5 RESEARCH LIMITATIONS

During the completion of this research, one perceived limitation was identified. This limitation was that passengers were aware of being videorecorded during their airport retail experiences in Field Study One (as required by QUT ethical standards). Being conscious of the videorecording had the potential to alter the retail activities and interactions which passengers undertook. To ensure videorecording had minimal impact on passengers' actual retail activities and interactions, the observations were begun from when the passenger entered the airport terminal, continuing until they entered the aerobridge to board the plane. Also, throughout the observations, the researcher followed passengers from a discreet distance of five to ten meters at all times. Both of these measures allowed the researcher to minimise any form of

interaction with the observed passengers, and to minimise their awareness of being followed and videorecorded.

During the retrospective interviews, passengers commented that while completing their airport experiences, they often forgot that they were being followed and recorded. This indicates that the measures outlined above were affective in minimising the impact of videorecording, and that the method did not significantly change the activities and interactions undertaken by passengers during their airport retail experiences.

9.6 FUTURE RESEARCH

While this research answers the research questions, thus providing new knowledge of how passengers use the retail environments of airports, it also generates opportunities for further research.

9.6.1 Understanding the relationship between discretionary time and retail spend

The amount of discretionary time passengers spend on airside influences: their ability to undertake retail experiences; the number of retail locations entered; the length of time spent in the retail environment; their retail purchases; and, ultimately, how much money they spend in the retail environment. However, this relationship between discretionary time and money spent was not found to be directly proportionate. Just increasing discretionary time will not result in an equal increase in dollars spent, as passengers do not purchase at a constant rate for the duration of their discretionary time. Further research is needed to understand when exactly passengers' make the most purchases during their discretionary time, and how this knowledge can be used by airports to not only increase retail purchasing, but to improve retail experiences.

9.6.2 Understanding visual interaction in the airport retail environment

Airport terminals are visually complicated environments, with the retail environments which sit within the terminal adding to this visual complexity. Further research needs to be completed to be able to understand how passengers visually interact with retail products, product displays, marketing signage, layouts, and retail facades. This research would provide new knowledge of: how passengers visually interact with retail locations; the visual elements which attract passengers to enter

specific locations; and of how visual elements impact passenger purchasing decisions and retail experiences. This knowledge can then be used by airports and retail operators to improve the visual layouts and marketing strategies used in the terminal so as to influence passengers to enter, and spend more time in, the retail environment.

9.6.3 Understanding the impact and opportunities presented by internet shopping

The results from this research project show that the internet has an important impact on how passengers browse in the retail environment, the products they choose to purchase and the amount of money they ultimately spend in the airport terminal. Disparities between the prices of products stocked in the airport retail environment and the prices available on internet shopping websites was found to negatively impact passengers' retail experiences. Internet shopping is a rapidly growing retail market which the airport cannot afford to ignore. Further research is needed to investigate how internet shopping can be integrated as a positive and desirable element of an airport's overall retail strategy.

9.6.4 Understanding how airports can positively influence passenger retail plans

The actual activities and interactions that passengers carry out in the retail environment are influenced by the plans they make before entering the terminal. Airports have the ability to improve and support passengers' actual retail experiences, and to increase retail spending by communicating with passengers during the planning stages of their airport experiences. However, further research is needed to understand what information should be communicated, the most effective ways to communicate this information, and at what stage during airport planning this should occur.

9.6.5 Understanding airport retail as experience

Retail experiences are shown be to an important way in which passengers can spend their airport discretionary time, and improve the quality of their overall airport experiences. However, within current Australian international airport terminals, the main retail experiences provided include the consumption of food and beverages, browsing, and shopping. These retail experiences have been shown to appeal to some but not all passengers, highlighting an opportunity to expand the range of retail

experiences provided. Further research is needed to be able to understand what types of experiences passengers want to engage in during their airport discretionary time, how these can be incorporated into the retail environment, and how airports and retail operators can create retail revenue from these.

9.7 SUMMARY

Passengers' airport retail experiences are made up of a broad range of activities and interactions, with these being influenced by factors specific to the international departure terminal. What passengers do in the retail environment of airports, the retail locations they enter, the time spent in these, and the purchases they make cannot be separated from their airport experiences.

To date, only a small amount of research has been completed on passengers' retail experiences, with this research focussing on the purchases made and the amount of money spent by passengers. The research outlined here, in contrast, used qualitative methods to collect data on the actual retail experiences passengers have in the airport, the full range of activities and interactions which make up these experiences, and how they are affected by the international departure terminal context. The qualitative methods used in this research included observations augmented with interviews. Observations allowed for the full range of retail activities and interactions passengers undertake during their overall time in an international departure terminal to be identified, whilst interviews allowed for the investigation of the airport-specific factors which influenced the retail activities and interactions undertaken by passengers.

This use of this methodological approach allowed for the main research question and two research sub-questions to be answered. The new knowledge provide through answering the research questions was developed into four tangible and practical outcomes. First, the identification of a complete list and categorisation of the retail activities and interactions passengers can choose to engage in during their airport dwell time. Second, the way passengers actually use and experience the three periods of discretionary time in the terminal are explored and discussed in detail. Third, two new passenger market segments are identified which give airport retailers new insights into the retail needs and wants of passengers. Fourth, the two passenger retail experience models that outline how the expanded range of airport-

specific factors (identified by this research) actually influence passengers airport retail experiences. These four outcomes provide a significant amount of new knowledge on how passengers actually use and experience the retail environments of international departure terminals, with this understanding being identified as crucial to the future development and optimisation of the airport retail market (Bowes, 2002).

Further significance is provided through the application of this new knowledge and the four outcomes to the physical design and layouts of airport retail environments and the airport terminal locations they sit within. Passengers experience the landside and airside retail environments in different ways and therefore, seek to fulfil differing retail needs and wants in these two terminal areas. Passengers' retail experiences can be improved and their purchases increased if these separate retail environments are designed to meet the retail needs of those passenger segments that use them. To achieve this, the landside retail environment needs to promote social interaction between passengers and their wavers allowing them to spend quality time together as they say their farewells; whereas the airside retail environment needs to provide passengers with useful and enjoyable retail experiences they can use to fill their airside discretionary time with.

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Appendices

Appendix A

Field Study One passenger information

Brisbane Airport passenger information

P	*Age*	*Profession*	*W*	*TC*	*Destination*	*Reason for trip*	*Domestic freq*	*International freq*
1	27	Research	-	-	USA	Work	5 per yr	2 per yr
2	47	Administration	-	1	Malaysia	Holiday	3 per yr	1-2 per yr
3	60	Government	-	-	Hong Kong	Holiday	5 per yr	3 per yr
4	26	Administration	2	2	NZ	Work	5 per yr	1 every 2yrs
5	34	Student	2	15	China	Education	2 per yr	Second time
6	33	Research	-	1	UK	Work	3 per yr	1 per yr
7	30	Lawyer	-	-	USA	Holiday	2 per yr	1 per yr
8	31	Teacher	-	1	Switzerland	Holiday	2 per yr	1 per yr
9	27	Research	-	-	Singapore	Work	4 per yr	2 per yr
10	46	Lecturer	-	-	USA	Work	5 per yr	1 per yr
11	28	Government	-	-	Canada	Returning	4 per yr	1 per yr
12	21	Student	1	2	USA	Holiday	4 per yr	Rarely
13	52	Administration	-	1	Fiji	Holiday	Rarely	Rarely
14	46	Medical	-	-	Indonesia	Holiday	1 every 2 yr	Rarely
15	34	Research	1	-	Malaysia	Work	1 every 2 yr	1 every 2 yr
16	32	Teacher	2	-	UK	Holiday	2 per yr	1 every 2 yr
17	26	Government	0	1	NZ	Holiday	2 per yr	1 per yr
18	26	Student	6	6	Vanuatu	Education	1 per yr	1-2 per yr
19	62	Medical	-	1	Singapore	Holiday	1-2 per yr	2 per yr
20	61	Retired	1	-	UK	Holiday	Rarely	Second time

Melbourne Airport passenger information

P	*Age*	*Profession*	*W*	*TC*	*Destination*	*Reason for trip*	*Domestic freq*	*International freq*
21	60	Teacher	-	3	Hong Kong	Work	2 per yr	1 per yr
22	63	Medical	1	3	Hong Kong	Work	1-2 per yr	1-2 per yr
23	28	Medical	-	1	NZ	Returning	2-3 per yr	1 per yr
24	58	Government	-	1	NZ	Returning	3 per yr	1 per yr
25	41	Child care	-	2	NZ	Holiday	2 per yr	First time
26	40	Home duties	-	1	USA	Holiday	3 per yr	1 per yr
27	76	Retired	-	1	UK	Holiday	Never	1 every 2yrs
28	48	Travel	-	1	Malaysia	Holiday	Never	4 per yr
29	45	Medical	-	1	Singapore	Holiday	Rarely	1 per yr
30	23	Administration	4	1	UK	Holiday	2 per yr	1 per yr
31	52	Government	-	1	UK	Holiday	Rarely	1 every 3 yrs
32	22	Labourer	-	1	NZ	Returning	1 per yr	1 per yr
33	30	Medical	-	1	NZ	Work	24 per yr	2 per yr
34	56	Management	-	1	NZ	Returning	2-3 per yr	2 per yr
35	26	Unemployed	1	1	Europe	Holiday	2 per yr	1 every 2 yr
36	27	Retail	-	1	Singapore	Holiday	Rarely	Rarely
37	49	IT	-	-	USA	Work	1 every 3 yrs	10 per yr
38	23	Unemployed	-	1	UK	Holiday	5 per yr	2 per yr
39	63	Administration	-	1	UK	Holiday	Rarely	Rarely
40	69	Retired	-	1	Thailand	Holiday	Never	1 per yr

Gold Coast Airport passenger information

P	*Age*	*Profession*	*W*	*TC*	*Destination*	*Reason for trip*	*Domestic freq*	*International freq*
41	50	Administration	-	1	NZ	Returning	4 per yr	4 per yr
42	35	Teacher	-	-	NZ	Holiday	Rarely	2 per yr
43	53	Teacher	-	1	Malaysia	Holiday	2 per yr	4 per yr
44	46	Medical	-	2	Europe	Holiday	2 per yr	1 per yr
45	30	Student	-	-	Japan	Returning	Unknown	1 per yr
46	55	Government	-	1	NZ	Returning	Never	1 per yr
47	25	Management	-	1	NZ	Holiday	5 per yr	1-5 per yr
48	54	Home duties	1	3	NZ	Holiday	1 per yr	1 every 2 yrs
49	56	Retired	-	1	NZ	Holiday	8 per yr	2 per yr
50	48	Teaching	-	1	NZ	Holiday	1 per yr	2 per yr
51	46	Teaching	1	-	NZ	Holiday	3 per yr	1 per yr
52	24	Management	-	1	NZ	Holiday	1 per yr	6 per yr
53	20	Labourer	3	5	NZ	Returning	Never	1 per yr
54	57	Management	-	-	NZ	Returning	6 per yr	4 per yr
55	29	Management	-	-	Malaysia	Holiday	2 per yr	1 per yr
56	42	Administration	-	1	NZ	Returning	1 per yr	1 per yr
57	57	Unknown	-	-	NZ	Holiday	Never	5 per yr
58	23	Student	-	-	NZ	Holiday	Never	2 per yr
59	51	Administration	-	-	NZ	Holiday	3 per yr	3 per yr
60	58	Teaching	-	-	NZ	Holiday	10 per yr	6 per yr

Appendix B

Participant consent form

CONSENT FORM for QUT RESEARCH PROJECT

Research Team Contacts

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Passenger experience in an airport retail environment

Statement of consent

By signing below, you are indicating that you:

- have read and understood the information document regarding this project
- have had any questions answered to your satisfaction
- understand that if you have any additional questions you can contact the research team
- understand that you are free to withdraw at any time, without comment or penalty
- understand that you can contact the Research Ethics Officer on +61 7 3138 5123 or ethicscontact@qut.edu.au if you have concerns about the ethical conduct of the project
- agree to participate in the project

Name _____

Signature _____

Date _____ / _____ / _____

Use of Video Footage

We would like to illustrate some interesting aspects of the passenger experience by using video or still images of the project. By ticking yes, it means your still image, or video image may be used in future discussions on the project. If you tick no your image will not be used in future discussions, and will only be seen by the team specified above.

☐ Yes, you may use my video image and/or the video images of my group in discussions of the project

☐ No, I do not wish my video image to be used

From time to time, we may like to promote our research to the general public through, for example, newspaper articles. Would you be willing to be contacted by QUT Media and Communications for possible inclusion in such stories? By ticking this box, it only means you are choosing to be contacted – you can still decide at the time not to be involved in any promotions.

☐ Yes, you may contact me about inclusion in promotions

☐ No, I do not wish to be contacted about inclusion in promotions

Appendix C

Airport Passenger Information Flyer

Queensland University of Technology
Brisbane Australia

PARTICIPATE IN RESEARCH
Information for Prospective Participants

The following research activity has been reviewed via QUT arrangements for the conduct of research involving human participation. If you choose to participate, you will be provided with more detailed participant information, including who you can contact if you have any concerns.

Passenger Experience in an airport retail environment

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Please contact the researcher team members to have any questions answered or if you require further information about the project.

What is the purpose of the research?

The purpose of this project is to investigate passenger experience at airports. The study will look at how passengers actually use the airport, where they spend their time, and what they interact with. It is expected that the results will generate new knowledge about passenger experience, and will facilitate airports in designing a more user-friendly experience for passengers.

Who is funding this research?

The project is funded by the Australian Research Council (ARC). The funding body will not have access to personally identifying information about you that may be obtained during the project.

Are you looking for people like me?

The research team is looking for people who use airports. We are looking for all types of users of the airport, including families, individuals, friends, and couples of all ages and backgrounds. We also want people travelling for both business and pleasure.

What will you ask me to do?

Your participation will involve signing the consent form and providing us with contact details. We will then follow you through your airport experience at a discreet distance. This will not impede your trip through the airport, or delay you in anyway. Your journey will be recorded on video camera. This footage will not be viewed by anyone outside of the above research team without your written permission. We may contact you after your return from your trip to get your thoughts on your departure experience and, where necessary, go through events with you to see what could have been done to improve your experience. If you are not returning to Melbourne we will contact you by phone, or Skype, and ask you to view a video clip of your experience at Melbourne Airport on a secure non-public YouTube site.

Are there any risks for me in taking part?

There are no risks beyond normal day-to-day living associated with this project. It should be noted that if you do agree to participate you can withdraw from participation at any time during the project without comment or penalty.

Are there any benefits for me in taking part?

It is expected that this project will not benefit you directly. However, it may benefit you in future airport travel when we report our findings back to the airport. We will make recommendations on how to improve the passenger experience, which we hope airports throughout Australia will adopt, leading to a better passenger experience.

I am interested – what should I do next?

If you would like to participate in this study, please sign the consent form and we can commence the project.

Thank You!

Office Use Only
RM Reference Number:

Appendix D

Retrospective interview emails

From: ALI LIVINGSTONE <ak.livingstone@student.qut.edu.au>

To: "maureenburgess@xtra.co.nz" <maureenburgess@xtra.co.nz>

Sent: Wednesday, 20 July 2011 4:37 PM

Subject: Melbourne Airport Passenger Experience Participation

Hi Maureen

Thank you for taking part in my PhD study in May at the Melbourne Airport.. I hope you had a good trip, and got back safely.

There is a second part of my study which I was hoping you would be able to take part in. It will involve asking you a few questions on your experience at Melbourne Airport. The interview can be done via phone, or Skype. I will upload a number of clips I recorded during filming through a secure YouTube link. Once we agree on the date and time of the interview I will email you with the link to site for you to view the clips. This will be a secure location that only you and I have access to. No one else can see these videos.

The interview will focus on your experience at the Melbourne Airport with the clips being used to prompt you about specific interesting occurrences you undertook. Once the interview is finished the videos will no longer be accessible by anyone online.

If you are available to conduct this interview I will email you approximately 10-15 minutes before the interview and would ask you not to open the links until the interview starts.

Thankyou

Alison Livingstone/ BDes(IndDes) QUT/ PhD Candidate/ Airports of the Future Project/ Faculty of Built Environment and Engineering/ Queensland University of Technology/ 126 Margret St GPO Box 2434 Brisbane QLD 4001 Australia/ Phone +61 7 3138 6787/ Fax +61 7 3138 1827/ Mobile +61 421 904 985/ Email ak.livingstone@student.qut.edu.au/ www.airportsofthefuture.qut.edu.au

Retrospective interview email with YouTube clip links

From: ALI LIVINGSTONE <ak.livingstone@student.qut.edu.au>

To: Maureen Burgess <maureenburgess@xtra.co.nz>

Sent: Tuesday, 26 July 2011 2:38 PM

Subject: RE: Melbourne Airport Passenger Experience Participation

Maureen,

Here are the links for the clips for our interview this afternoon.. Please don't watch them before our interview as each clip is designed to correspond to a particular question.

Clip 1

http://www.youtube.com/watch?v=j2Cwl2tWCkw

Clip 2

http://www.youtube.com/watch?v=8mI3jOjFmW8

Clip 3

http://www.youtube.com/watch?v=ed0N6ZC4gvs

Clip 4

http://www.youtube.com/watch?v=KSFhchSR9JU

Clip 5

http://www.youtube.com/watch?v=Ezb9A1poifU

Thanks

Alison Livingstone/ BDes(IndDes) QUT/ PhD Candidate/ Airports of the Future Project/ Faculty of Built Environment and Engineering/ Queensland University of Technology/ 126 Margret St GPO Box 2434 Brisbane QLD 4001 Australia/ Phone +61 7 3138 6787/ Fax +61 7 3138 1827/ Mobile +61 421 904 985/ Email ak.livingstone@student.qut.edu.au/ www.airportsofthefuture.qut.edu.au

Appendix E

Field Study One retrospective interview script

Thanks you for taking part in my research project and allowing me to observe you through the Brisbane International Airport.

This interview is just to clarify what you did during your time at the airport terminal, and will be focussing on your time in the retail environment.

Question 1: How was your overall experience at the airport?

Question 2: Please watch clip one: Why did you enter this location?

Question 3: Did you make a purchase here? What did you purchase and why? How much did you spend?

Question4: Why did you make this purchase in this specific location? Or why didn't you make a purchase in this location?

Question 5: How was your experience in this location?

Repeat for retail, seating area and departure gate locations entered

Question 6: Do you have any other comments or thoughts about your airport experience?

Appendix F

Field Study One observation coding scheme

Code		*Definition*
Macro Experience Level		
Processing		Periods associated completing necessary tasks to get the permission to board an international flight
Discretionary		Periods not associated with processing time
Location Level		
Landside areas		Any landside location: From entering the terminal until the beginning of the LAGs processing domain
Airside areas		Any airside location: From the beginning of the Lags security domain until the entering the aerobridge to the plane
Check-in domain		Areas around the check-in desks, delineated by carpeted area and bollards
Oversized baggage		Area where passengers take baggage that has been deemed oversize by the airline
Security domain		Area where passenger security processing occurs, delineated by walls, doors and bollards
Customs domain		Area directly after LAGs security area where customs processing occurs
Departure gate		Seating area beside boarding gate, delineated by seats and carpet
Retail locations:	Eatery	Retail locations that sells primarily food and beverage products and associated seating areas
	Newsagency	Retail locations that primarily sells reading materials, stationary and Australian souvenir products
	Duty free	Retail locations that sells products exempt from duty
	Fashion	Retail locations which primarily sells fashion clothing and accessories
	Service	Retail locations which primarily sell a service which is not financial related.
	Finance	Retail locations that provide a financial service
Seating area		Areas containing seating that is not included in retail locations or departure gates, delineated by carpet
Bathroom		Area containing bathroom facilities

Code		*Definition*
Location Level		
Tax refund service		Area where passengers claim tax on products bought outside of the terminal in Australia
Activity and Interaction Level		
Retail navigation	Walking with purpose	Walking with momentum to an obvious end point
	Walking whilst browsing	Walking slowly looking around at surroundings
Visual interaction with products	Looking at product display	Standing stationary whilst looking at a product display
	Crouching	Bending over or crouching to get a closer look at a product display
	Reading menu	Standing still whilst reading information on a menu display
	Reach	Reaching out to touch a product without making contact
	Searching	Standing still whilst looking around
	Writing	Writing information down on paper
Purchasing	Queuing	Waiting in line for staff service
	Standing at register	Standing at the register
	Packing	Removing or replacing personal items into hand luggage
	Payment Exchange	Exchange of payment for product or service
	Receiving purchase	Taking physical ownership of a purchased product
Entertainment	Interaction with personal product	Interacting with personal technology or item not bought in the airport terminal
Sitting		Sitting still in retail location, seating area or departure gate
Waiting		Waiting for companion to complete task or waiting for purchase product to be received after payment exchange
Social interaction	Companion interaction	Verbal interaction with a waver or travel companion
	Accompanied	In the presence of a companion but not verbally interacting
	Staff interaction	Verbal interaction with retail staff member
	Customer interaction	Verbal interaction with a non-companion (not a staff member)
Physical interaction with products	Touch	Making physical contact with product on display without removing from display

Code		*Definition*
Activity and Interaction Level		
Physical interaction with products	Pick-up	Physically picking a product up off its display
Physical interaction with products	Investigating product	Reading packaging whilst making physical contact
	Testing	Testing a products features
	Tries on	Trying on an item of clothing, shoes or jewellery
	Carries	Moving around a retail location whilst holding a product
	Places in trolley	Places product within airport provided trolley
	Pushes trolley	Physically moving trolley in a retail location
	Carries Basket	Physical ownership of a retail provided shopping basket
	Receiving non purchase	Taking physical ownership of a free product
	Passes product to companion	Physically transferring a product to companion to carry
Purchased product interaction	Consuming	Eating or drinking a purchased product
	Removing packaging	Interaction with purchase product's packaging
	Throw in bin	Throwing a purchase product in the waste
	Using	Using a purchased product or service
	Adding to food/beverage	At station adding to a food or beverage product
Purchase Type Level		
Alcohol		Duty free alcohol products
Beauty		Products used to enhance the appearance or odour
Beverage		Beverage product purchased to be consumed in the terminal
Food		Food product purchased to be consumed in the terminal
Clothing/accessories		Fashion clothing and accessories
Confectionary		Candy and sweet products
Electronic		Electric devices and their accessories
Reading material		Products containing written words intended to be read
Services		Service provided to a passenger
Other		All other products that are not included in the nine categories above

Appendix G

Field Study One Observer coding scheme set up

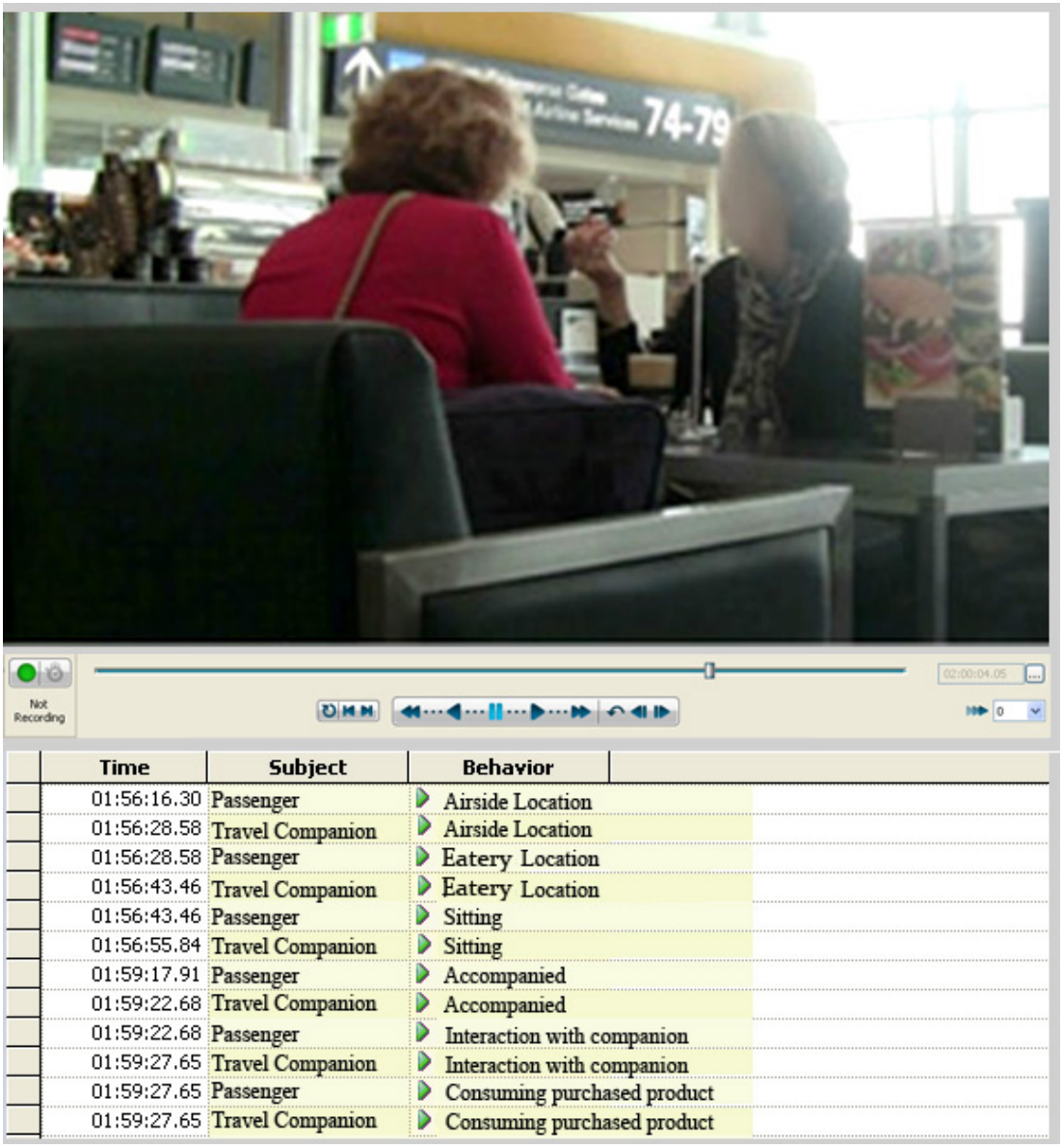
Setting up Observer required three stages to allow the completion of observation analysis; configuration, observation and analysis.

Configuration

The configuration stage involved the set up of the coding scheme in Noldus Observer. Three levels of coding; (i) macro, (ii) location, (iii) activities and interactions and (iv) purchase type were input the observer coding set up, with these having previously been described in Section 3.6. The passenger was the focus for each observation, with each passenger coded being referred to as a number between one and sixty. All of the passengers' activities and interactions were coded when they were either in a retail location or using a product they had purchased in the terminal as these interactions could occur in non retail locations such as seating areas. If passengers were accompanied by travel companions or wavers, these companions' activities and interactions were also coded using the same coding scheme whilst they were with their passenger.

Observation

Observations were commenced after configuration with the three levels being coded concurrently as the passenger progressed through the airport terminal. Figure 1 shows an example of how coding was applied to the observation footage. In the video still the passenger was with her travel companion on the airside of Brisbane Airport at a cafe drinking a coffee. This was coded as the passenger and her travel companion during a macro 'discretionary' period in the 'airside Coffee Club' location. The passenger and companion was undertaking the activity 'sitting' and interactions 'accompanied', 'interaction with companion' and 'consuming' a purchased product. Coding for all sixty passengers begun from the start of the video footage until they completed the boarding processes and entered the aerobridge to the plane.



Time	Subject	Behavior
01:56:16.30	Passenger	Airside Location
01:56:28.58	Travel Companion	Airside Location
01:56:28.58	Passenger	Eatery Location
01:56:43.46	Travel Companion	Eatery Location
01:56:43.46	Passenger	Sitting
01:56:55.84	Travel Companion	Sitting
01:59:17.91	Passenger	Accompanied
01:59:22.68	Travel Companion	Accompanied
01:59:22.68	Passenger	Interaction with companion
01:59:27.65	Travel Companion	Interaction with companion
01:59:27.65	Passenger	Consuming purchased product
01:59:27.65	Travel Companion	Consuming purchased product

Figure 1 Coding scheme application example with passenger twelve and companion

Analysis

Analysis was the last stage completed. Both visual data (in the form of observed maps) and quantitative data captured by Noldus Observer were exported into Microsoft Excel where it was combined, sorted and analysed. Quantitative results were analysed as one of either:

- average time spent in location or undertaking activity or interaction;
- average percentage of dwell time or discretionary time spent in locations; undertaking activities and interactions; or
- average amount of money spent;

Appendix H

Field Study One retrospective interview coding scheme

Category		*Description*
Location Level		
Landside areas		Interviewee describes entering any landside location: From entering the terminal until the beginning of the LAGs processing domain
Airside areas		Interviewee describes entering any airside location: From the beginning of the Lags security domain until the entering the aerobridge to the plane
Check-in domain		Interviewee describes entering the area around the check-in desks
Oversized baggage		Interviewee describes entering an area where passengers take baggage that has been deemed oversize by the airline
Security domain		Interviewee describes entering an area where passenger security processing occurs
Customs domain		Interviewee describes entering the area directly after LAGs security area where customs processing occurs
Departure gate		Interviewee describes entering a seating area beside boarding gate
Retail location	Eatery	Interviewee describes entering a retail location that primarily food and beverage products and associated seating area
	Newsagency	Interviewee describes entering a retail location that primarily sells reading materials, stationary and Australian souvenir products
	Duty free	Interviewee describes entering a retail location that sells products exempt from duty
	Fashion	Interviewee describes entering a retail location which primarily sells fashion clothing and accessories
	Service	Interviewee describes entering a retail location which primarily sells fashion clothing and accessories
	Finance	Interviewee describes entering a retail location that provide a financial service
Seating area		Interviewee describes entering an area containing seating that is not included in retail locations or departure gates
Tax refund		Interviewee describes entering an where passengers claim tax on products bought outside of the terminal in Australia
Activities and Interactions Level		
Purchase		Interviewee describes making a purchase
No purchase		Interviewee describes not making a purchase

Category	*Description*
Activities and Interactions Level	
Planned purchase	Interviewee describes having planned the majority of components of a purchase before entering the airport terminal
Impulse purchase	Interviewee describes not having planned the majority of components of a purchase
Sitting	Interviewee describes sitting in retail location, seating area or departure gate
Consuming purchase	Interviewee describes eating or drinking a purchased product
Using purchase	Interviewee describes using a purchased product or service
Staff interaction	Interviewee describes verbal interaction with retail staff member
Waver interaction	Interviewee describes spending time with and interacting with a waver on the landside of the airport terminal
Travel companion interaction	Interviewee describes spending time with and interacting with a travel companion
Experience Type Level	
Positive	An experience described by the interviewee as positive
Negative	An experience described by the interviewee as negative
Purpose Level	
Browsing	Interviewee describes entering a retail location with the main purpose of browsing
Purchasing	Interviewee describes entering a retail location with the main purpose of purchasing
Comfort	Interviewee describes entering a retail location or seating area due to an appearance of comfort
Convenient location	Interviewee describes entering a retail location or seating area due to its location in the airport terminal
Personal preference	Interviewee describes entering a retail location due to a preference for the products it sells
Wasting time	Interviewee describes entering a retail location with the main purpose of wasting free time in the airport terminal
Asking for directions	Interviewee describes entering a retail location to ask for directions

Category		*Description*
Reason for Purchase Level		
Entertainment		Interviewee describes making a purchase to be used for entertainment either in the terminal or on their trip
Personal		Interviewee describes making a purchase to be used or consumed by the interviewee
Gift		Interviewee describes making a purchase to be given as a gift
Sale/price		Interviewee describes making a purchase due to its price or a marketing deal
Purchase Information Level		
Purchase price		Interviewee describes the amount of money they spent on a purchase
Purchase Information Level		
Purchase type	Alcohol	Interviewee describes purchasing a duty free alcohol product
	Beauty	Interviewee describes purchasing a product to enhance appearance or odour
	Beverage	Interviewee describes purchasing a beverage product to be consumed in the terminal
	Food	Interviewee describes purchasing a food product to be consumed in the terminal
	Clothing/accessories	Interviewee describes purchasing a fashion clothing or accessories product
	Confectionary	Interviewee describes purchasing a candy or sweet product
	Electronic	Interviewee describes purchasing an electronic product or accessories
	Reading material	Interviewee describes purchasing a product containing written words intended to be read
	Service	Interviewee describes purchasing a service
	Other	Interviewee describes purchasing a product not included in the nine categories above
Payment method		Interviewee describes the medium they used to pay for a purchase: cash or card

Appendix I

Interview coding scheme set up

Setting up the Atlas.ti (Lee & Kacen, 2008) coding scheme for the interviews undertaken for both Field Study One and Two involved three stages; configuration, coding and analysis.

Configuration

Configuration involved the set up of the coding schemes in Atlas.ti. The interview coding schemes were developed to compliment to coding scheme used in The Observer (Noldus, 2011), with coding levels location and activity and interaction being used in all coding schemes. However as the interview coding schemes were dependent on what the passengers discussed some activities and interactions were not included in the atlas coding scheme and additional coding levels were required. The four additional coding levels included; (i) experience type, (ii) purpose, (iii) reason for purchase and (iv) purchase information.

Coding

Coding was completed after configuration, with codes from the coding schemes being applied to the interview transcripts, as shown in figure 2. Location was the first level of coding to be applied to the transcripts, with the example bellow showing the passenger discussing being in an ‘airside area’ and ‘duty free’ retail location during their airport experience.

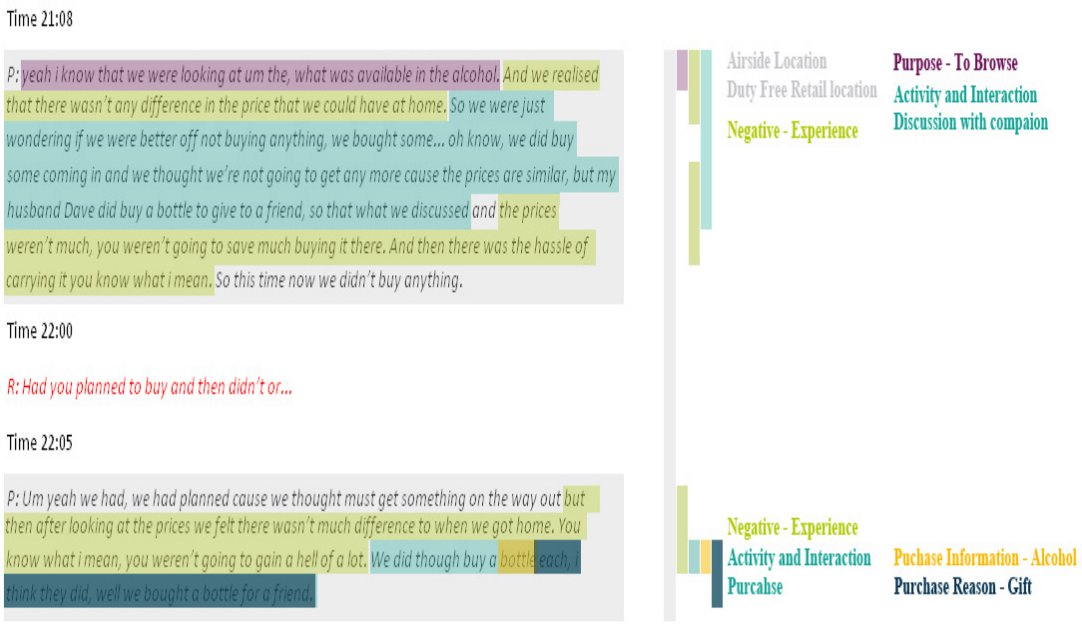


Figure 2 example of atlas coding scheme applied to a passenger's interview transcript

All other code levels were coded when discussed by the passenger. The above example shows the passenger describing entering 'to browse'. During this time the passenger describes a 'negative' experience type relating to the pricing of products stocked in the retail location. The passenger then describes undertaking two codes from the activity and interaction level; 'travel companion interaction' and 'purchase'. The passenger described this purchase as 'alcohol' (purchase information level) to be given as a 'gift' (reason for purchase level).

Analysis

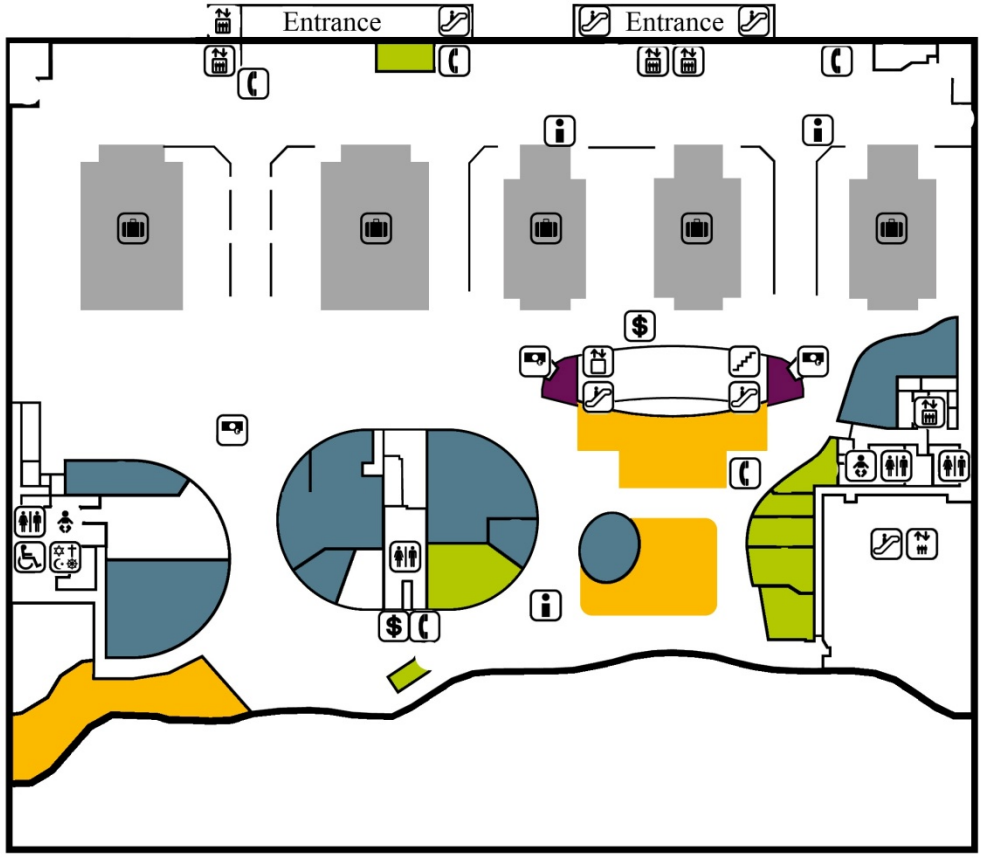
Analysis was the final stage completed. Quantitative data was captured in Atlas on the number of individual codes discussed by passengers and the number of times these codes overlapped (co-occurrences). This data was then exported into Microsoft Excel where it was combined, sorted and analysed. For Field Study One the number and type of co-occurrences between individual codes was the main focus of the data analysis, as these provide important information and insights into the passengers' airport retail experiences. For Field Study Two the number of and actual codes from the pre-experience interviews were compared with those identified in the post-experience interviews, with the differences providing important insights into the reasons why passengers actual experiences differ from their expectations.

Appendix J

Airport layout maps

- Brisbane International Landside Airport Terminal Map
- Melbourne International Landside Airport Terminal Map
- Gold Coast Domestic and International Airport Terminal Map

BRISBANE INTERNATIONAL LANDSIDE AIRPORT TERMINAL



Seating Areas

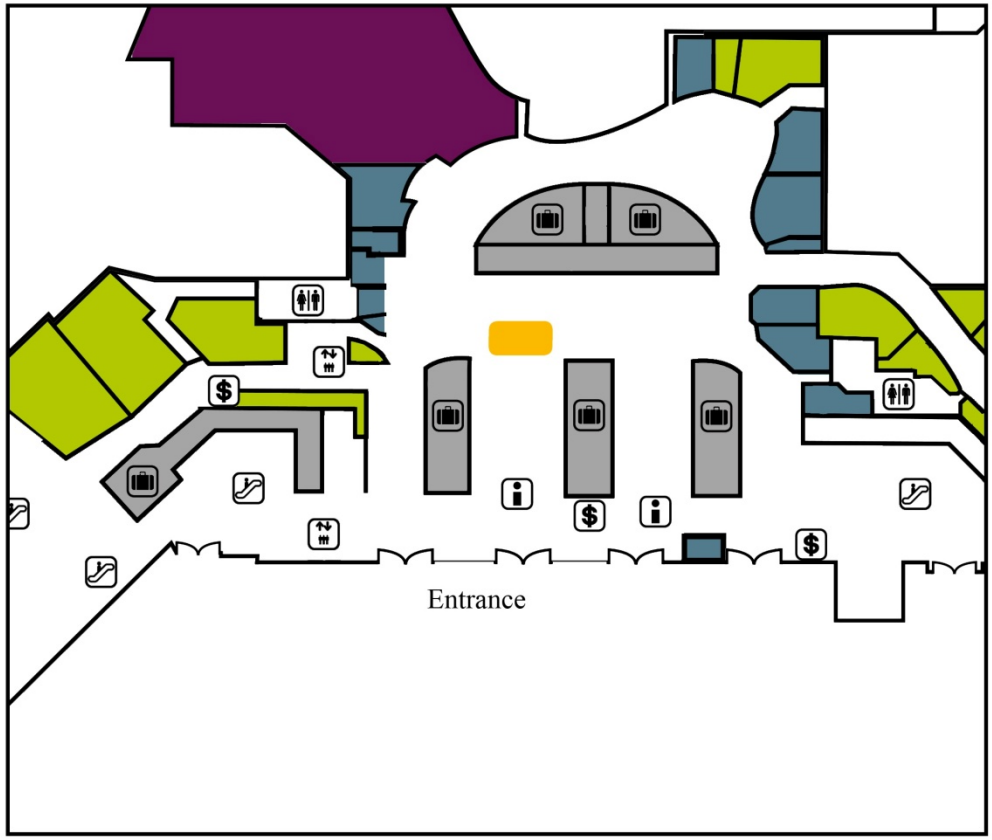
Eatery Retail Outlets

Non-Eatery Retail Outlets

Check-in Domain

Security Domian Entrance

MELBOURNE INTERNATIONAL LANDSIDE AIRPORT TERMINAL



Seating Area

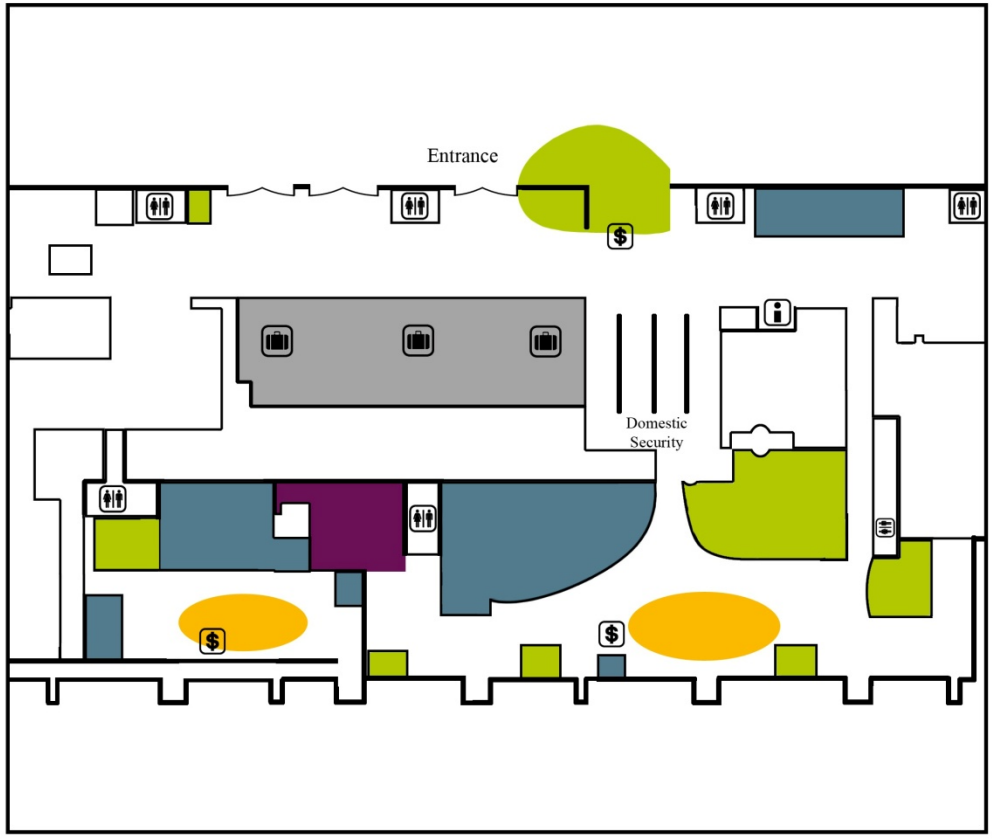
Eatery Retail Outlets

Non-Eatery Retail Outlets

Check-in Domain

Security Domian Entrance

GOLD COAST DOMESTIC & INTERNATIONAL AIRPORT TERMINAL



Seating Area

Eatery Retail Outlets

Non-Eatery Retail Outlets

Check-in Domain

Security Domian Entrance

Appendix K

Field Study Two passengers' information

P	*Age*	*Profession*	*W*	*TC*	*Destination*	*Reason for trip*	*Domestic freq*	*International freq*
1	65	Research	0	1	Fiji	Holiday	Rarely	Rarely
2	58	Teacher	0	3	USA	Holiday	1 per yr	1 every 2yrs
3	49	Medical	0	0	Solomon Is	Holiday	4 per yr	1 every 2yrs
4	44	Labourer	0	0	Papua New Guinea	Work	Rarely	5 per yr
5	38	Engineer	0	0	Indonesia	Work	1 per yr	2 per yr
6	59	Retired	0	1	Singapore	Holiday	Rarely	1st Time
7	24	Engineering	0	0	China	Returning	5 per yr	1 per yr
8	27	Management	0	0	USA	Returning	3 per yr	1 per yr
9	36	Teacher	1	1	Fiji	Returning	Rarely	Rarely
10	42	Government	0	1	Solomon Is	Work	5 per yr	4 per yr
11	67	Retired	0	1	Hong Kong	Holiday	1 per yr	2 per yr
12	53	Management	0	1	N.Z.	Work	1 per yr	5 per yr
13	48	Labourer	0	1	Papua New Guinea	Holiday	5 per yr	3 per yr
14	61	Education	0	0	N.Z.	Holiday	1 every 2 yrs	2 per yr
15	25	Student	0	3	USA	Holiday	Rarely	2nd Time
16	56	Retired	0	1	N.Z.	Returning	1 per yr	Rarely
17	35	Administration	0	1	USA	Holiday	1 per yr	1 every 2yrs
18	57	Management	0	1	N.Z	Holiday	3 per yr	Rarely
19	31	Engineer	0	0	Indonesia	Holiday	5 per yr	2 per yr
20	44	Engineer	0	3	Indonesia	Work	Rarely	5 per yr
21	33	Engineer	0	0	China	Holiday	Rarely	5 per yr
22	47	Education	0	1	N.Z.	Holiday	3 per yr	2 per yr
23	68	Retired	0	2	N.Z.	Holiday	1 every 2 yrs	2 per yr
24	32	Administration	0	2	Indonesia	Holiday	Rarely	Rarely
25	26	Student	1	0	USA	Holiday	3 per yr	2 per yr

P	*Age*	*Profession*	*W*	*TC*	*Destination*	*Reason for trip*	*Domestic freq*	*International freq*
26	29	Engineer	0	0	Indonesia	Work	2 per yr	4 per yr
27	39	Labourer	0	0	China	Holiday	1 per yr	5 per yr
28	64	Retired	0	0	N.Z	Holiday	1 per yr	1 every 2 yrs
29	43	Engineer	0	0	Indonesia	Work	3 per yr	5 per yr
30	28	Engineer	0	0	Indonesia	Work	5 per yr	5 per yr

Appendix L

Field Study Two interview scripts

Pre-experience interview

Thanks you for taking part in my research project and allowing me to interview you. This interview is looking about all the things you plan to do in the airport terminal today.

Overall questions

Question 1: What do you plan to do during your time in the airport terminal?

Question 2: What do you plan to do immediately after you finish check-in?

Question 3: What do you plan to do immediately after you complete security and customs?

Retail Location Questions

Question A: What do you plan to do in this location?

Question B: Why do you plan to enter this location?

Question C: Do you plan to make a purchase?

i) Why/why not?

ii) What do you plan to purchase?

iii) Do you know specifically what kind of _____ you plan to purchase?

iv) How much do you plan to spend?

v) What is the reason for purpose of this purchase?

vi) Is this purchase for you or somebody else?

vii) Do you plan to use/consume this product in the airport terminal? Where and why?

Question D: How long do you plan to spend in this location?

Question E: Does you travel companion or waver plan to make a purchase at this store?

Linking Question: Where do you plan to go next?

Retail seating area location questions

Question F: Why do you plan to use this seating area?

Question G: What do you plan to do in this area?

Question H: How long do you plan to spend in this location?

Question I: Why are you planning to leave this area?

Linking Question: Where do you plan to go next?

Boarding gate questions

Question J: why are you planning to go to your boarding gate at this stage?

i) Approximately how long before boarding your flight do you plan to head to your gate?

Question K: How long do you plan to stay in your boarding gate?

i) Why do you plan to spend the remainder of your airport time at you boarding gate?

ii) Why do you plan to leave your boarding gate?

Linking Question: Where do you plan to go next?

Closing questions

Question 4: How do you expect your overall airport experience to be today?

i) Positive, negative or neutral?

ii) What do you expect will be the most positive part of your airport experience today?

iii) What do you expect will be the most negative part of your airport experience today?

Briefing

The second interview will be completed at your boarding gate, 10 minutes before your flight is called for boarding which will be at approximately_____. At this time I will be waiting at your boarding gate and will approach you to undertake the second interview. This second interview is expected to take 10 minutes and will not interfere with you boarding your flight on time.

If your boarding gate number is changed I will meet you at the new gate. If your boarding time is delayed I will meet you 10 minutes before this new boarding time. I hope you have a great time I'll see you at _____.

Post-experience interview

This interview will focus on what you actually did in the airport terminal today.

Overall questions

Question 1: How was your overall airport experience today?

i) Positive, negative or neutral?

ii) What was the most positive part of your airport experience today?

iii) What was the most negative part of your airport retail experience today?

Question 2: What did you do immediately after you had completed check-in?

Question 3: What did you do immediately after you completed security and customs?

Retail location questions

Question A: Why did you enter this location?

Question B: What did you do in this location?

Question C: Did you make a purchase here?

i) Why/why not?

ii) What did you purchase? – specific product type and brand.

iii) How much money did you approximately spend in this location?

iv) Di you plan on making this purchase?

v) Was this purchase for you or somebody else?

vi) Did you use/consume this product in the airport terminal? Where, why, how long?

Question D: How long did you end up spending in this retail location?

Question E: Did your travel companions/wavers make a purchase at this store?

i) Why/why not?

ii) What did they purchase?

iii) Who did they make this purchase for?

iv) Did they use/consume this product in the airport terminal? Where, why, how long?

Linking Question: Where did you go after this?

Seating area location questions

Question F: Why did you enter this seating area?

Question G: What did you do in this area?

Question H: How long did you end up spending in this location?

Question I: Why did you end up leaving this area after that time?

Linking Question: Where did you go after this?

Boarding gate questions

Question J: why did you move to you boarding gate at this stage?

Question K: How long have you been at your boarding gate?

i) Why did you spend the remainder of you time at you boarding gate?

ii) Why did leave your boarding gate?

Linking Question: Where did you go after this?

Skipped retail location

Missed Retail Question: In the previous interview you mentioned that you planned to enter _____retail location, why didn't you enter this location?

Order Change Question: In the first interview you planned to visit _____ before _____ why did you deviated from your plan?

i) Why did you enter this location at this earlier/latter stage?

Final questions

Question 4: Do you have any other comments or thoughts about your airport experience?

i) Any other thoughts or comments about airport retail in general?

Closing Statement

Thanks for taking part in my research today. If you have any questions about my research, how it will be used or the two interviews my contact details are on the information sheet you were given at check-in. I hope you have great flight.

Appendix M

Field Study Two pre-experience interview coding scheme

Category		*Description*
Location Level		
Landside areas		Interviewee **describes planning to enter** a landside location: From entering the terminal until the beginning of the LAGs processing domain
Airside areas		Interviewee **describes planning to enter** a airside location: From the beginning of the Lags security domain until the entering the aerobridge to the plane
Retail location	Eatery	Interviewee **describes planning to enter** a retail location that primarily food and beverage products and associated seating area
	Newsagency	Interviewee **describes planning to enter** a retail location that primarily sells reading materials, stationary and Australian souvenir products
	Duty free	Interviewee **describes planning to enter** a retail location that sells products exempt from duty
	Fashion	Interviewee **describes planning to enter** a retail location which primarily sells fashion clothing and accessories
	Service	Interviewee **describes planning to enter** a retail location which primarily sells fashion clothing and accessories
	Finance	Interviewee **describes planning to enter** a retail location that provide a financial service
Seating area		Interviewee **describes planning to enter** an area containing seating that is not included in retail locations or departure gates
Non-entrance		Interviewee describes not planning on entering an airport location
Check-in Domain		Interviewee **describes entering** the area around the check-in desks
Security Domain		Interviewee **describes planning to enter** an area where passenger security processing occurs
Customs Domain		Interviewee **describes planning to enter** the area directly after LAGs security area where customs processing occurs
Departure gate		Interviewee **describes planning to enter** a seating area beside boarding gate
Activities and Interactions Level		
Purchase		Interviewee describes planning to make a purchase
partially planned purchase		Passenger **describes planning to make** a partially planned purchase

Category	*Description*
Activities and Interactions Level	
planned purchase	Passenger **describes planning to make** completely planned purchase
No purchase	Interviewee describes planning not to make a purchase
Sitting	Interviewee **describes planning to** sit in retail location, seating area or departure gate
Consuming purchase	Interviewee **describes planning to** eat or drink a purchased product
Using purchase	Interviewee **describes planning to** use a purchased product or service
Staff interaction	Interviewee **describes a planned** verbal interaction with retail staff member
Waver interaction	Interviewee **describes planning to spend** time with and interacting with a waver on the landside of the airport terminal
Travel companion interaction	Interviewee **describes planning to** spend time with and interacting with a travel companion
Experience Type Level	
Positive	An experience described by the interviewee **as expected to be** positive
Negative	An experience described by the interviewee **as expected to be** negative
Neutral	An experience described by the interview **as expected to be** neither positive nor negative
Purpose Level	
Browsing	Interviewee **describes planning to** enter a retail location with the main purpose of browsing
Purchase	Interviewee **describes planning to** enter a retail location with the main purpose of purchasing
Comfort	Interviewee **describes planning to** enter a retail location or seating area due to an appearance of comfort
Location	Interviewee **describes planning to** enter a retail location or seating area due to its location in the airport terminal
Preference	Interviewee **describes planning to** enter a retail location due to a preference for the products it sells
Time wasting	Interviewee **describes planning to** enter a retail location with the main purpose of wasting free time in the airport terminal

Category		*Description*
Purpose Level		
Pick up on return		Interviewee **describes planning to** make a purchase with the pick up on return service provided by duty free
Reason for Purchase Level		
Entertainment		Interviewee **describes planning to** make a purchase to be used for entertainment either in the terminal or on their trip
Personal		Interviewee **describes planning to** make a purchase to be used or consumed by the interviewee
Gift		Interviewee **describes planning to** make a purchase to be given as a gift
Sale/price		Interviewee **describes planning to** make a purchase due to its price or a marketing deal
Purchase Information Level		
Purchase price		Interviewee describes the amount of money **they plan on** spending on a purchase
Purchase type	Alcohol	Interviewee **describes planning on** purchasing a duty free alcohol product
	Beauty	Interviewee **describes planning on** purchasing a product to enhance appearance or odour
	Beverage	Interviewee **describes planning on** purchasing a beverage product to be consumed in the terminal
	Food	Interviewee **describes planning on** purchasing a food product to be consumed in the terminal
	Clothing/accessories	Interviewee **describes planning on** purchasing a fashion clothing or accessories product
	Confectionary	Interviewee **describes planning o**n purchasing a candy or sweet product
	Electronic	Interviewee **describes planning on** purchasing an electronic product or accessories
	Reading material	Interviewee **describes planning on** purchasing a product containing written words intended to be read
	Service	Interviewee **describes planning on** purchasing a service
	Other	Interviewee **describes planning on** purchasing a product not included in the nine categories above

Field Study Two post-experience interview coding scheme

Category		*Description*
Location Level		
Landside areas		Interviewee **describes having entered** any landside location: From entering the terminal until the beginning of the LAGs processing domain
Airside areas		Interviewee **describes having entered** any airside location: From the beginning of the Lags security domain until the entering the aerobridge to the plane
Retail location	Eatery	Interviewee **describes having entered** a retail location that primarily food and beverage products and associated seating area
	Newsagency	Interviewee **describes having entered** a retail location that primarily sells reading materials, stationary and Australian souvenir products
	Duty free	Interviewee **describes having entered** a retail location that sells products exempt from duty
	Fashion	Interviewee **describes having entered** a retail location which primarily sells fashion clothing and accessories
	Service	Interviewee **describes having entered** a retail location which primarily sells fashion clothing and accessories
	Finance	Interviewee **describes having entered** a retail location that provide a financial service
Seating area		Interviewee **describes having entered** an area containing seating that is not included in retail locations or departure gates
Non-entrance		Interviewee **describes having not entered** an airport location
Check-in Domain		Interviewee **describes having entered** the area around the check-in desks
Security Domain		Interviewee **describes having entered** an area where passenger security processing occurs
Customs Domain		Interviewee **describes having entered** the area directly after LAGs security area where customs processing occurs
Departure gate		Interviewee **describes having entered** a seating area beside boarding gate
Activities and Interactions Level		
Purchase		Interviewee **describes having made** a purchase
Partially planned purchase		Passenger **describes a purchase** as being only partially planned
Planned purchase		Passenger **describes a purchase** as being completely planned

Category	*Description*
Activities and Interactions Level	
Impulse purchase	Passenger **describes a purchase** as being completely impulsive
No purchase	Interviewee **describes not** making a purchase
Sitting	Interviewee **describes having** sat in retail location, seating area or departure gate
Consuming purchase	Interviewee **describes having** eaten or drunk a purchased product
Using purchase	Interviewee **describes having** used a purchased product or service
Staff interaction	Interviewee **describes having** a verbal interaction with retail staff member
Waver interaction	Interviewee **describes having** spent time with and interacting with a waver on the landside of the airport terminal
Travel companion interaction	Interviewee **describes having** spent time with and interacting with a travel companion
Experience Type Level	
Positive	An experience **described by** the interviewee as positive
Negative	An experience **described by** the interviewee as negative
Neutral	An experience **described by** the interview as neither positive nor negative
Purpose Level	
Browsing	Interviewee **describes having entered** a retail location with the main purpose of browsing
Purchase	Interviewee **describes having entered** a retail location with the main purpose of purchasing
Comfort	Interviewee **describes having entered** a retail location or seating area due to an appearance of comfort
Location	Interviewee **describes having entered** a retail location or seating area due to its location in the airport terminal
Preference	Interviewee **describes having entered** a retail location due to a preference for the products it sells
Time wasting	Interviewee **describes having entered** a retail location with the main purpose of wasting free time in the airport terminal
Pick up on return	Interviewee **describes having made** a purchase with the pick up on return service provided by duty free

Category		*Description*
Reason for Purchase Level		
Entertainment		Interviewee **describes having made** a purchase to be used for entertainment either in the terminal or on their trip
Personal		Interviewee **describes having made** a purchase to be used or consumed by the interviewee
Gift		Interviewee **describes having made** a purchase to be given as a gift
Sale/price		Interviewee **describes having made** a purchase due to its price or a marketing deal
Purchase Information Level		
Purchase price		Interviewee **describes the amount** of money they spent on a purchase
Purchase type	Alcohol	Interviewee **describes having purchased** a duty free alcohol product
	Beauty	Interviewee **describes having purchased** a product to enhance appearance or odour
	Beverage	Interviewee **describes having purchased** a beverage product to be consumed in the terminal
	Food	Interviewee **describes having purchased** a food product to be consumed in the terminal
	Clothing/accessories	Interviewee **describes having purchased** a fashion clothing or accessories product
	Confectionary	Interviewee **describes having purchased** a candy or sweet product
	Electronic	Interviewee **describes having purchased** an electronic product or accessories
	Reading material	Interviewee **describes having purchased** a product containing written words intended to be read
	Service	Interviewee describes having purchased a service
	Other	Interviewee **describes having purchased** a product not included in the nine categories above